

# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

185 Madison Avenue, New York City

VOL. CXXVIII, No. 4 NEW YORK, JULY 24, 1920

10¢ A COPY

B. A. I. S. 1920 with N. W. Ayer & Son

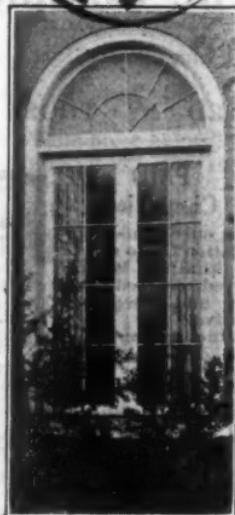
## Windows

ONE of the chiefest charms of a house is its windows. Shuttered, they give a house the appearance of one asleep. While panes of common glass, that from without distort reflections, that from within distort the view, suggest a person of imperfect vision who peers through eyes that blur and see uncertainly.

But glaze its windows with plate glass and, like merry-eyed youth, the whole house is vividly awake. Each window, reflecting exquisite traceries of sky and foliage, makes a picture in itself — while those within look out as one looks through clear air and never see the glass at all.

Home owners appreciate this difference immediately it is called to their attention, and once they see it they never can be truly satisfied with less.

The appeal in the advertising of the Plate Glass Manufacturers of America while aesthetic is a logical and convincing one. The love of beauty is primal and dominant. We deliberately plot to arouse desire.



**N. W. AYER & SON**  
ADVERTISING HEADQUARTERS, PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

SAN FRANCISCO



July 24, 1924

More than 2,200 space advertisers in the 1924 Edition now on the press. This is more than in any previous edition, more than in any other Trade Publication of any kind, and more than twice as many as in any other Buyers' Guide.

## The Complete Buyers Guide

All Lines

All Names

Everywhere

USED BY THOSE WHO DEMAND THE BEST

### PAID Circulation

The only "Paid Circulation" work of its kind; it is preferred, ordered, paid for and used exclusively by many of the buying powers of that important class which demands the best.

In the  
"over \$10,000,000"

### CLASS

more than 500 users

In the  
"over \$1,000,000"

### CLASS

more than 3,000 users

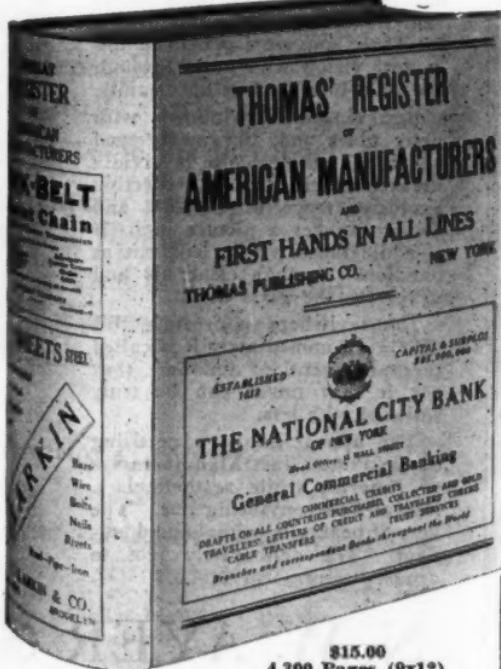
In the  
"over \$100,000"

### CLASS

more than 8,000 users

Member A. B. C.  
Also

Natl. Assn. of Mfrs.  
of U. S. A.



Description of any product in the Register comes to the attention of important buyers at the moment when purchase is contemplated. Average life of each copy, more than two years.

## THOMAS PUBLISHING COMPANY

NEW YORK—BOSTON—CHICAGO—SAN FRANCISCO—TORONTO

# PRINTERS' INK

Registered U. S. Patent Office

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VOL. CXXVIII

NEW YORK, JULY 24, 1924

No. 4

## Who Is to Blame If Sales Fall Off?

Here Is a Sales Manager Who Infers, at Least, That It Is the Sales Managers Who Are Responsible

By George A. Young

Sales Manager, Shultz Belting Co., St. Louis, Mo.

SOME sales managers are always ready to put the blame on their salesmen when business falters, comes to a standstill, or perhaps begins to fall away. If the men exposed themselves to a greater number of prospects, if they followed the course laid down in the sales manual, if they started earlier in the day, if they were more aggressive and refused to admit they were beaten, if they made more calls, if they made fewer calls and gave more service—then there would be a different story to tell.

In individual cases, each of these postulates—or any one of a dozen others that might be named—may prove to be a cause of declining sales. Granting this, it is a poor sales manager who can't help the men whom he directs to improve their methods, who can't learn new selling ways that will improve the morale of the men and at the same time strengthen and lengthen the orders they get.

To those sales managers who feel they have done or are doing everything possible, I say, they have a wider knowledge of the two following subjects than the writer:

How to meet the intensity of existing competition today.

How to increase sales during a period like the present.

The above are two of the most important problems of the day. It is my sole purpose to point out ways that I am reasonably sure will assist sales managers to help

"slipping salesmen" back on their feet.

One of the most helpful ways is by analysis. I do not state this in the manner of theory—can't we all agree that there has been too much theory? I mean practical analysis of these important phases of selling:

The Product; the Package; its Utility; its Price; the Advertising; the Market; Competition; the Sales Canvass.

I know you have threshed these things over and over and agreement was reached on the right thing to do in every particular, but when were they reviewed? If it was yesterday, didn't you find new angles to each of these important factors? If it was a month ago, and your market is shrinking, isn't it time to review them again?

Let us consider the Product. Does it cost more to produce today? If so, isn't the increased cost due to overhead which in turn is due to smaller production? Would it be possible to lower the price if sales volume should increase? Have you taken the salesmen into your confidence and told them that manufacturing costs are eating up the profit, due to small volume? Have you told them prices could be reduced if their sales would increase?

This is the time for the production manager to lean heavily on the sales manager. Let us call in the production manager. Ask him first, what are we capable of producing; what is our capacity.

July 24, 1924

working full time? Deduct from these figures your sales output, and you will have the answer as to what per cent of normal business you are doing.

A depression is always of short duration, and it is the proper term to use in describing the present condition of business. I am firmly convinced that we are in the midst of a physical depression—be honest with yourself, are not your thoughts of business depression more mental than real? Let everyone of us resolve now that this is not "Blue Monday." Let us face the facts squarely. Think of the good things that come from real honest effort. If we will work a little harder I know that sales will soon equal normal production.

Now say to your production manager that you are going to sell his "normal capacity" and that you are going to sell it at a price that will assure you of no loss from overhead. "Old Man Overhead" must be taken care of now; if he isn't, he will reflect himself in the price of your product in the future. Do not evade this economic law—you cannot sidestep it by bonding your indebtedness.

There is a market somewhere for every dollar's worth of goods you can produce. Do not try to stimulate sales by a general lowering of prices, as it cannot be done. The steel mills and coal mines are not enjoying any increase in volume, although they both have made drastic cuts in their prices. My suggestion is this. Instruct your salesmen to report to you in detail the present condition of your dealers' stocks of the items you sell them. These reports will show conclusively that stocks are small and incomplete. The figures from these reports will show that if your dealers will fill in their stocks, that your normal capacity can easily be taken care of. It needs motion—how shall we start this movement? Let us see if we can lift the anchor. Let us consider the shoe industry for example.

Fall is approaching fast, and shoe dealers should be buying

their fall lines now. Let us ask the shoe manufacturer what his prices are going to be on shoes this fall if buying continues as it has on a hand-to-mouth basis. In answer to this query, we learn that his answer is ten dollars a pair on one of his best sellers, but he tells us that if normal buying sets in and he can get his factories to working at normal capacity, that he will be able to make a reduction of 15 per cent. If this is passed along to the consumer, it would make a ten-dollar pair of shoes cost him \$8.50, next winter. Now we have motion, let's go. What shoe dealer is going to hold back when you tell him the facts? Take him into your confidence. Make him your ally. Go into details and assure him that you have based your prices on a normal capacity basis, and that your prices are based also on rock-bottom prices for raw material. This will be his assurance that he will take no inventory losses; and then, Mr. Shoe Manufacturer, you can stand aside and watch your shoes travel from last to foot.

#### WHY BE A MERE SPECTATOR?

The shoe manufacturers say that their business has been poor due to the business they have lost to the manufacturers of novelty lines in women's shoes, but they have done nothing to offset this competition. We, as a nation, are the best shod people on the face of the globe, but just take a look at the feet of our women! The style of shoes they are now wearing makes them look like the Daughters of the Roman Empire. Their feet are encased in sandals. These styles are not good looking, a plain shoe or oxford of real leather improves the appearance of any woman, but the manufacturers of the real stylish staples are making no effort to make this known. Consider the manufacturers of Vici-Kid leather which makes a beautiful shoe for both men and women. They have been advertising their product nationally and consistently; but I have failed to find in any pub-



## SELLING THE CUSTOMER IS NOT ALWAYS ENOUGH

A MANUFACTURER of established reputation felt that new competitors in the field were making greater inroads into his sales than were normally to be expected.

There was unquestioned consumer response to the advertising, yet sales were not up to designated quotas.

A careful investigation disclosed that the demand created by the advertising was being largely offset by greater dealer activity in favor of competing products; that competitors were more active in educating the dealer in the merits and selling points of their lines.

There was immediately inaugurated a special campaign of dealer education, which is already justifying itself by results.

**Good advertising is often handicapped by a weak link in the chain.**



THE H. K. McCANN COMPANY  
*Advertising*

July 24, 1924

lication the advertising of any of the shoe manufacturers who use this leather directing the buying public's attention to their line of Vici-Kid shoes. Opportunity wasted. This is "Helpful Way Number One" for "Slipping Salesmen."

The Package—This is the age of packaged goods. I know you have told your salesmen to get the goods prominently displayed. Perhaps the package is perfect—if so, it is right out in front and represents no sales problem. Let's see though—can it be improved? Is the sales unit too large? Purses have a tendency to shrink in dull times, the dollar grows bigger in the sight of many, but it isn't buying any more. Perhaps, the unit of sale could be made smaller. Dealers know the meaning of turnover. The man who buys one collar wants it to be packaged and just as clean as when he could afford the package of three. Candy sales hold up well, but wouldn't sales jump a bit if there were more half-pound boxes as attractively packed as pound boxes?

I believe that the Vacuum Oil Company has increased its sales in adding to the line of Mobiloids a new package that holds one quart. The company's educational campaign on the right grade of oil for every motor is very convincing. The wise motorist will not take a chance on non-advertised oil. It is real economy to purchase the five-gallon can for the home garage and real peace of mind to know you have a gallon or quart can of the right grade of oil under the seat.

The manufacturers of nationally advertised automobile oils bewail the fact that they cannot get the buying public to ask for their oils by name. This is no easy problem. It requires dealer education. Let us stage this act.

(Mr. Car Owner drives up to the filling station.)

Attendant: "What will you have, sir?"

Mr. Car Owner: "Five gallons of gas and a quart of oil."

Attendant puts gasoline in

tank and then the oil in the crank case. As the attendant puts in the oil, he says to Mr. Car Owner: "I am giving you Brown's Mixture Oil; it is their X-Grade, which is the right grade for your Inbilt Six. It will keep your motor cool and reduces wear and tear from friction. You can get the same kind of oil from all Brown's Mixture dealers. They all display the sign of the 'Pale Blue Moon.' Attendant points to sign.

Mr. Car Owner: "What do I owe you?"

Attendant: "The five gallons of gas are one dollar, and the quart of oil is thirty cents. We make less money on Brown's Mixture, selling it at thirty cents a quart than we could on non-advertised oil, selling at twenty cents; but it is our policy to handle only the best."

The attendant repeats this to every car owner buying oil. The car owner is impressed with the fact that he has been rendered a real service and that he has received full value for his money.

Perhaps some change in the package will work out to be "Helpful Way Number Two."

#### TRY TO HELP THE BUYER OF YOUR PRODUCT

The Utility—The Diamond Salt Company issued a booklet telling, "One hundred and one ways to use salt." When this booklet was brought to my attention, I was indeed surprised at the utility of such a common staple. You may know every way in which your product can be used; but have you told the consumer? Perhaps you have issued a booklet; but I wonder if it isn't about time to revise it. When the customer does not know how to use the product he has purchased, it creates dissatisfaction and explains why you do not get a repeat order. I would suggest that you make inquiry as to what your salesmen know about the utility of the product they are selling. It is never too late to ask them.

The Schoolmaster in PRINTERS' INK recently told about a letter

# What the Home Woman Reads

**T**HE home woman reads—*almost exclusively*—things that actually have to do with housekeeping and home-making. She is a practical person, and she wants to know practical things.

That is why much of the home woman's conversation runs something like this:

"It's made with one row of purling, two of straight knitting, and a drop stitch every other time."

Or, "I scalloped it with white D.M.C."

Or, "It's a filet mesh background with the crocheted rose applique pattern every two inches all the way around."

And this is the kind of thing they like to read about in **THE AMERICAN NEEDLEWOMAN**.

Obviously, if you are advertising to women, the most effective way to reach them is through those interests which are closest to their hearts. **THE AMERICAN NEEDLEWOMAN** offers a unique opportunity to do this. Its appeal is built entirely upon the things which fill the home woman's daily life—needlework, clothes for herself and her children, cooking, care of her personal appearance and home-making. 657,737 of these substantial home women treasure **THE AMERICAN NEEDLEWOMAN** each month—it is their intimate guide, counsellor and friend. The tremendous number of letters received from readers proves this.

If you are not using **THE AMERICAN NEEDLEWOMAN**, you are overlooking an effective means of reaching a worthwhile market. May we tell you more?

## THE AMERICAN NEEDLEWOMAN

657,737 home women read and use *The American Needlewoman*

WM. F. HARING  
Advertising Manager  
270 Madison Ave.  
New York

W. A. McCURDY  
Western Manager  
80 N. Dearborn St.  
Chicago, Ill.

July 24, 1924

he received from a manufacturer of bird houses from whom he had purchased a dollar house. The letter told him how he could be assured of a new tenant this summer. I purchased a new car this spring and the dealer had me fill out a card with my full name and correct address. He explained that he would receive five dollars of his gross profit only after the factory had received the card for its files. Although the car cost me \$1,495 f.o.b. factory, I have never received a letter from the car manufacturer asking me how I liked my car.

If a manufacturer of a dollar bird house can afford to explain the utility of his product and be interested in seeing that his customers are satisfied, doesn't it seem reasonable that the car manufacturer could do the same thing? Are we losing sight of the value of good-will? We may carry it on our books at a value of one dollar, but do not overlook the fact that a dollar is all it will be worth if we do not take care of it. The suggestions in this paragraph may turn out to be "Helpful Way Number Three."

The Price—I said a few things about price in the paragraphs related to the product and the package. The new taxes are now effective. I have noticed the envelope stuffer that is being used by the Bell Telephone System and the telegraph companies advertising the fact that the cost of their service has been reduced in view of the tax on such service having been abolished. This will represent quite an item to some business firms. Perhaps, it will have some bearing on the price of your product. A more ready use of the telephone and telegrams may also increase sales.

Telegrams for prices on raw materials these days get answers with rock-bottom quotations for immediate sales. Try it on the producers of raw material who are all just a little hungry for business; and perhaps the salesman who is chasing the big order which is so elusive now, may feel that the house is just a little

more helpful, when they learn that your request for quotation enabled you to wire the salesman a concession in price.

The mail is too slow these days in answering inquiries for prices. Many firms, too, have cut down their sales forces and the long-distance telephone or the telegraph wires will put you in immediate touch with your prospect. I have found this to be "Helpful Way Number Four."

The Advertising—Yes, the boss said that the advertising appropriation would have to be slashed. A real helpful way to help "Slipping Salesmen"! People are on vacations and they are going to play and play hard when there is no work; and they get just as hungry or as a matter of fact hungrier from play than from work; so they are going to eat more. Outdoor play is hard on clothes and calls for different kinds of clothes. I wonder if the Old Man thought of that, when he said to slash the advertising in the throat. I wonder, too, if he forgot that people read more when the days are longer. Isn't it true that the advertising gets a better chance in the summer time? Most of the advertisers don't think so, so it's no wonder that sales slump in July and August.

The manufacturer of Jantzen bathing suits is surely getting a lot of free advertising. You have noticed the bathing girl in sticker form on the windshields of automobiles. In the last two weeks I have noticed these stickers on automobiles in over ten States. They have coupled up this form of advertising with posters and national publications. Dig out the old sales appeal and look it over, put it in flannels and white shoes, serve it up cold, and make it look timely; and just see if this won't be "Helpful Way Number Five." Speed up the advertising, don't slow it up.

The Market—It is bigger than it was a year ago. Yes, it is—aren't there more people? "Sure," you say, and then add, "but there is

(Continued on page 130)

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PRINTERS' INK

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You cannot cover Newark, Jersey City, Hoboken or Brooklyn by using New York newspapers.

Others have tried and failed.

The newspapers of these cities sell the merchandise that is sold in these cities.

They are strong local newspapers, and the Standard Union in Brooklyn is one of them.

*R. G. R. Huntington*  
President

LARGEST CIRCULATION OF ANY BROOKLYN NEWSPAPER

# Where Are New Advertisers Coming From?

The Continued Production of New Wealth Will Provide the Answer

By James H. Collins

WHEN an advertising man undertakes to answer that question he studies the thing he knows best—advertising itself. In fact, it is his daily job to answer the question with actual new advertisers. But it may be that advertising men are a little too close to see clearly. There are other ways of looking at the possibilities. For example, what does history teach?

Scholars are now disposed to regard Xenophon's "Cyropedia" more as a novel than history, but the "Education of Cyrus" is mighty good reading for the salesman, trouble-shooter, copy writer and boss.

The king of Armenia had stopped paying tribute and began fortifying his palace. Young Cyrus the Great surprised and captured him with such suddenness that he promised to be good. Adjoining Armenia was the mountain country of the Chaldeans. They had the pleasing habit of sweeping down into Armenia for loot, on which account large tracts of Armenian land lay idle. Cyrus surprised them, too, and seized their principal stronghold for a fort. Then he called the Armenians and Chaldeans together.

"Is there any other reason," he asked the Chaldeans, "for your poverty except your lack of fertile soil?" They said there was none. "Well, then, would you be willing to pay the same dues as the Armenians if you were allowed to cultivate as much of their land as you desired?" They said they would, if they could rely on being fairly treated. "Now," said Cyrus, turning to the Armenian king, "would you like that land of yours that is now lying idle to be tilled and made productive, supposing the workers paid you the customary dues?"

"I would indeed—so much so that I am ready to pay a large sum for it."

"And you Chaldeans, with your splendid mountains—would you let the Armenians use them for pasture if the graziers paid you what was fair?"

"Surely," said the Chaldeans. "It would mean much profit."

"Son of Armenia," said Cyrus, "would you take this land for grazing if by paying a small sum to the Chaldeans you got a far greater return yourself?"

"Right willingly if I thought my flocks could feed in safety."

"And would they not be safe enough if this pass were held for you?" To which the king agreed. But the Chaldeans cried, "Heaven help us! We would not till our own fields in safety, not to speak of theirs, if the Armenians held the path."

"True," answered Cyrus, "but how would it be if the path were held for you?"

"Heaven help us!" cried the Armenian king. "All might be well enough for them, but it would be ill for us if these neighbors of ours recovered the post, especially now that it is fortified."

Then Cyrus said, "This is what I will do: I will hand over the path to neither of you. We Persians will guard it ourselves, and if either of you injure the other we will step in and side with the sufferers."

With that sort of management, in twenty years, Cyrus transformed a little mountain country into the Persian empire, comparable with the United States in area. Innumerable local wars were stopped and the people turned to peaceful production. How he ruled amid all the differences of language and religion, and the difficulties of communica-

# An edition that is limited to one copy only

*—your copy*

SUPPOSE there were put on your desk this morning a book containing such information as:

What your chief competitors are doing.

What consumers really think of your products—and your competitors' products.

What dealers say you should do to enable them to get more sales and bigger profits.

Markets you aren't reaching and how to reach them—quickly—economically.

A Richards Book of Facts contains exactly that kind of information built to your order from facts gathered in the field. For one manufacturer, his Richards Book of Facts changed his entire system of distribution. For another, it made a vital change in selling plans. For another, it revolutionized his methods of advertising.

For still another, the original "facts book" was boiled down into an interesting and helpful sales manual that every salesman uses in his daily work—a constant source of sales and marketing information.

As one manufacturer puts it, "The book gives me a wonderful sense of security. Instead of guessing blindly and stumbling along in the dark, I now have a fund of practical information that provides a logical background for everything I do."

We will gladly tell any manufacturer how a Richards Book of Facts may be used in his business as the basis of sound merchandising and advertising plans.

JOSÉPH  
RICHARDS  
COMPANY, Inc.

253 Park Avenue  
New York



"The Richards Book . . . provides a logical background for everything I do."  
*From a Manufacturer's Statement.*

**RICHARDS "Facts first—then Advertising"**

July 24, 1927

tion, is one of the world's big organization stories.

Cyrus the Great had unquestionably the best method of producing new advertisers—he produced new wealth, or so governed that the people under him could produce it.

As long as the United States goes on creating commodities, new wealth, it will create new advertisers.

Julius H. Barnes uses some striking figures to show just what sort of a country it is, this one we live in:

The United States has only 6 per cent of the world's population, but it consumes decidedly more than half of the world's iron, steel, coal, petroleum, copper, cotton, timber, leather, paper and like basic materials, to say nothing of things brought from other countries, such as silk and rubber. Its wealth is about equal to that of Great Britain, France and Germany combined. In 1782, when this republic was recognized, the world's total wealth after forty centuries had reached the estimated aggregate of \$100,000,000,000. Since then, it has risen to \$1,000,000,000,000—what the Britisher regards as a billion, a million million, instead of a thousand million, the magnitude of which was illustrated by Bessemer's calculation that it takes more than 31,687 years for such a billion seconds of time to pass. Steam and other forms of power wrought that change, but much of this wealth was created in the United States, and this country's possessions are estimated at one-third to two-fifths of the whole, \$350,000,000,000 to \$400,000,000,000.

In 1781, people produced largely on the individual and family basis. Today, production is simply an exchange of time—through round-about ways, I exchange the time spent in the production of this article for shoes, coal, lumber, iron. In 1781, a man could produce 500 pounds of iron a day—and a twelve-hour day at that. Today, he produces 5,000 pounds in an eight-hour day, 500 pounds of nails instead of five pounds, ten

pairs of shoes instead of half a shoe, 200,000 square feet of paper instead of twenty square feet.

"One may visualize how impossible of attainment the present vast complex and perfected social progress of America would be," says Mr. Barnes, "except for successive advances in invention, in industrial methods and practices, in social and living facilities, carrying forward continuously the economy of human effort."

Apropos of that, here's a story that shows where the tangible advertising account comes out of all this abstract invention and production!

The Great War cut off our supply of glass utensils for laboratory work in 1914. They were made from Jena glass, supplied by Germany, if not in Germany itself. Several different American concerns tackled the problem of making a substitute in this country, and our chemists and engineers succeeded in producing ware that stood up to the requirements of the laboratory.

Also, it was excellent for battery jars. No sooner had commercial production begun, however, than battery jars disappeared at the glass works. Losses were slight at first, but rapidly grew to a point where investigation became necessary. Chemists could not conceive any considerable use for laboratory jars—nothing that would make them worth stealing wholesale.

However, in this factory there were a great many spaghetti-loving foreigners. Every one of them had taken home an assortment of battery jars of various sizes for cooking the delectable *pasta*, or rather the savory sauces that go with it. They had found this new laboratory glass better than any other cooking dish, and unwittingly demonstrated that there was an enormous domestic-utensil market, far exceeding in possibilities the combined laboratory-utensil market of the world. But for the war, Pyrex and the domestic market might never have been discovered. I doubt whether

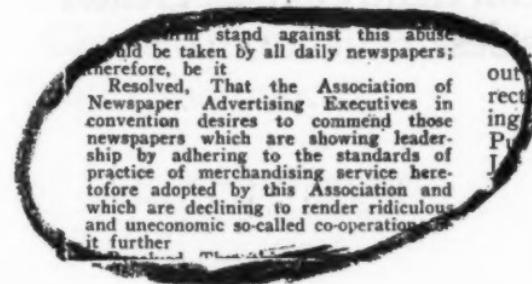
(Continued on page 172)

# Worth-While Endorsement—

In Printer's Ink for November, 1923, the Boston Evening Transcript stated its position with respect to so-called "dealer co-operation" as follows:

*"The Boston Evening Transcript knows that in advertising the function of a newspaper is to direct the attention of possible buyers to a worthy product, through the medium of its advertising columns. It, therefore, avoids straying into the fields of marketing and distribution — under the name of co-operation—because such usurpation of another's function is expensive and of doubtful value to the advertiser. As a result of this stand, it is able to give the national advertiser the same rate as the local advertiser."*

We are pleased to have this sound policy of the Boston Evening Transcript endorsed last month in the resolutions encircled below, adopted at the Convention of the Association of Newspaper Advertising Executives.



## Boston Evening Transcript

*Highest Ratio of BUYERS to Readers*

National Advertising Representatives  
**CHARLES H. EDDY CO.**  
 Boston New York Chicago

R. J. BIDWELL CO.  
 San Francisco Los Angeles

# Circulation

**"Buy It... by**

**CIRCULATION is Power!** All things being equal, the manufacturer who buys the greater circulation in a fertile market, buys the greater Power . . . And can rightly expect greater sales.

## **Chicago Herald**

*NEW YORK: 1819 Broadway*

# ...Is Power! the Million"

*J*N the Chicago Territory there is only one newspaper that offers over a million Sunday circulation. Such circulation generates tremendous sales Power! It is concentrated in the Chicago Sunday Herald and Examiner.

*In the Chicago Territory...*  
*"Buy It by the Million"*

# and Examiner

SAN FRANCISCO: Monadnock Bldg.

# Advertising Costs per Sale

Advertisers who check up on results remain in business and grow. Such advertisers don't buy mere *areas* of space, nor mere *numbers* of circulation. They buy advertising *effectiveness* as measured in returns upon their advertising expenditures.

With them advertising is an investment; they advertise in the mediums that most effectively reach the greatest number of financially competent consumers in any given community—and they judge effectiveness by results.

That is why The Chicago Daily News, year by year and by increasing margins, leads the Chicago daily newspaper field in the volume of display advertising printed. In the first six months of 1924, for example, The Daily News printed 7,945,765 agate lines of display advertising—a gain of 162,476 lines over the same period of 1923. Its nearest competitor, a morning newspaper, in the same six months printed 5,989,555 agate lines—a loss of 8,983 lines as against the first six months of 1923.

The 400,000 circulation of The Chicago Daily News—approximately 1,200,000 daily readers—is concentrated 94 per cent in Chicago and its nearby suburbs. Moreover, the circulation of The Daily News is a *home* circulation, and it enters into the daily life of the great majority of financially competent households of its community.

These are among the "reasons why" it is favored by experienced and successful advertisers.

**The Chicago Daily News**  
*First in Chicago*

# An Advertising Convention in Retrospect

A Second Report on the London Convention of the Associated Advertising Clubs of the World

PRINTERS' INK Convention Headquarters, London, England  
Special by Cable, Tuesday, July 22, 1924

THE first international advertising convention that England has ever known ended officially almost a week ago. And it ended in a blaze of glory—with a great epilogue ball.

In reality, however, it is not over yet; for at least another month will pass before the great majority of the American delegates to the convention return to the United States.

It is still too early to endeavor to appraise the value of the convention. It can, however, be said that certain British and American advertising men, who were highly skeptical about the convention, are now thoroughly convinced that the job was well done and was well worth doing.

Looking back upon the four actual convention days, it now seems that England and the United States have drawn material benefits from the meeting.

To the Americans there has come a quickened interest in world selling. To the British there has been given a new view of advertising. Winston Churchill, former first Lord of the Admiralty, phrased this feeling when he said that he had been

told all his life that advertising was a gross breach of decorum, and now, from his contact with advertising, has been made to realize that it has become the first of virtues.

It was this same Winston Churchill who helped to light the fire of greater desire for international trade in the American delegates.

He was worried by the decline of consuming power the world over, and he showed his wortiment in a speech that ended with this exhortation:

"When you return to your businesses it is necessary that you realize this and start at once on a wider international basis—a basis which will inspire confidence in the business world in every country and will fill people with a strong desire for peace and for a return to prosperity."

But, more important than the individual benefits accruing to each nation from the convention was the expression of the desire of business for peace, world peace.

The picture that will last longest in the minds of delegates to this convention is that of the last meeting when, after a resolution



A STATUE OF COLUMBIA AND BRITANNIA,  
THE WORK OF GRACE PRUDEN NEAL, GIVEN  
TO THE BRITISH BY AMERICANS

July 24, 1924

calling upon all nations and societies to pledge themselves to safeguard against a recurrence of war had been unanimously adopted, delegate after delegate, from each nation represented at the convention, came up to the speakers' platform to sign the pledge.

Work now begins for the next convention which is to be held in Houston, the meeting place selected without opposition. For Houston the work began long before the London convention opened. Houston is counting on a large attendance from England and is already making plans for a chartered ship that will bring the English delegates direct to Texas. An invitation to the Houston convention has been sent to the Prince of Wales, and Texans are optimistically counting upon his acceptance.

Lou E. Holland now enters upon his third term as president of the international association. The Milwaukee convention in 1922 first elected Holland, a year later Atlantic City re-elected him. Jesse H. Neal, first elected secretary-treasurer of the association at its Milwaukee meeting, is now in that office for the third term.

### Convention Brevities

The Lord Mayor, of London, Sir Louis Arthur Newton, the principal speaker at a banquet given by British advertising agents at London in the ancient Guild Hall, recalled the history of Dick Whittington, thrice Lord Mayor of London, and his unique advertising agent, his famous cat. He said that this was the first

time in history that this celebrated banqueting hall had been used to shelter a gathering of advertising men, self-confessed as such.

\* \* \*

After Stanley Resor, president of the American Association of Advertising Agencies, had responded to the Lord Mayor, an American delegate to the convention recalled the fact that an ancestor of his, 200 years ago, had presided over banquets, as Lord Mayor of London.

\* \* \*

A bronze statue, the work of Grace Pruden Neal, the wife of

Jesse H. Neal, secretary-treasurer of the international association and secretary of the Associated Business Papers, Inc., was presented to British advertising men by the American delegates. The statue is three feet high and represents the figures of Britannia and Columbia holding aloft a lighted torch on which is inscribed the word "Truth."

\* \* \*

**The Poor Richard Club of Philadelphia will probably make the Prince of Wales an honorary member. A cablegram sent to the club's headquarters by a Poor Richardite at the convention, suggested that the Poor Richard Club take such action.**

\* \* \*

A new twist to the old mouse-trap idea has come at last. Francis H. Sisson, need we say vice-president of the Guaranty Trust Company of New York, did it, when he said: "Advertising must bring together the best mouse-trap maker and the market; or else the best mousetrap-maker would die in obscurity."



LOU E. HOLLAND, PRESIDENT FOR THE  
THIRD TIME

At the end of the convention an American delegate gave the convention a new song, written to the tune of "Loch Lomond" in these words:

For you'll take the wet road, and we'll  
take the dry;  
And we'll look forward to our next as-  
sembly;  
For neither you nor we are likely to  
forget  
The bonnie, bonnie times we had at  
Wembley.

\* \* \*

On the first few days out on the *Lancastria* all the voyagers were thinking about new sales outlets. There was the man who had an idea that steamship companies should buy coffee pots with rims around the bottom to prevent leakage. He had it worked out that the saving on spoilage of table linen would more than pay for entire equipment of the whole fleet of ships in four trips. His dream coffee pot, however, was forgotten on the third day out when he learned the art of shuffle board.

\* \* \*

An advertising agent interviewed the purser of the *Lancastria* to see if the steamship company would consider electric cigar lighters in its ship's smoking rooms to be paid for in saving on matches and because of the fact that matches always seem to run short on a trip. "Not a bad idea, after all," said the purser. Then the agent prepared to write down his new selling idea to send back to his client, a big electric company, but he lost the big idea in a newer one on deck tennis and how to play it.

\* \* \*

Northrop Clarey, of the Standard Oil Company of New Jersey, in giving advice to Americans who were making the first trip over, told them not to try and ape British ways. "Don't imitate the British especially in their use of slang," he said. "It's not done. If you think a bathing suit is 'ripping' keep the thought to yourself. If you happen to be top-hole, don't say so."

\* \* \*

One of the partners of an Ohio advertising agency on board the

*Lancastria*, hearing many persons claim they were writers or playwrights in order to impress the ladies of their choice at the big dance of the trip, was heard to tell a divine dancer that he was an undertaker. "But we have a fine slogan," he added. "This is it—'we whistle at our work.'"

\* \* \*

Charles W. Hoyt, was the entertainment "star" of the *Republic*. His impersonation of Will Rogers during the night of the *Republic*'s big entertainment, easily carried the first honors.

\* \* \*

Presentations became the order of the day at the close of the convention:

Lou E. Holland and Mrs. Holland received a silver picture frame containing an autographed portrait of the Prince of Wales.

\* \* \*

John C. Oswald, publisher of the *American Printer*, presented a handsome and useful gavel to District No. 14 of the Associated Advertising Clubs of the World. District No. 14, of course, includes England. After Mr. Oswald had made this presentation and had called attention to the fact that Benjamin Franklin was the first American advertising delegate to England he presented a bust of Poor Richard to the Britishers.

\* \* \*

The Advertising Club of Houston was presented with flags and emblems by the Advertising Club of Glasgow and by the Advertising Club of Ulster. While the Glasgow Club was making its presentation Scotch delegates to the convention gathered round and sang a number of old Scotch songs, some very familiar to American ears.

\* \* \*

A luncheon given by the International Magazine Company on the closing day of the convention to a large group of American and British business men impressed all who were in attendance as a really excellent method of fostering a real get-together spirit among the British

and American business people.

\* \* \*

To the slogan "Truth in Advertising" of the Associated Advertising Clubs of the World should be added the word "Betty," in the opinion of speakers such as Lord Leverhulme and Sir Herbert Morgan. The amended slogan would read "Truth and Beauty in Advertising."

\* \* \*

Everywhere among Britishers could be heard comments to the effect that there must be more British advertising in America. Then too, there were comments that a better knowledge and use of advertising in England would in time bring about a far greater social revolution through a consequent raising of the wages of labor than any political Labor Government could effect.

\* \* \*

A meeting of the National Advertising Commission, the body in which each organized division of advertising and publishing has representation through elected delegates, which was scheduled to be held immediately after the convention's close, was cancelled. A quorum could not be found.

\* \* \*

The re-election of Lou E. Holland as president and of Jesse H. Neal as secretary-treasurer, both for a third term, is unprecedented in the history of the association.

### Macfadden to Publish Newspaper

The Macfadden Newspaper Publishing Corporation, New York, has been formed to publish a daily illustrated tabloid newspaper at that city, shortly. Bernarr Macfadden, publisher of *Physical Culture* and other magazines, is president of the new organization. O. J. Elder is vice-president and secretary and Guy L. Harrington is treasurer. Both are also associated with Macfadden Publications, Inc. The plant of the old New York *Evening Mail* has been purchased.

John C. Cook, formerly business manager of the old New York *Globe* is business manager of the new publication, the name of which has not as yet been announced. William E. Severn, formerly advertising manager of the New York *Globe*, becomes advertising manager. The managing editor is Emile Gauvreau, formerly managing editor of the Hartford *Courant*. George W. Seymour, formerly of the New York *Sun*, is his assistant.

### W. H. Ingersoll with De Forest Radio

William H. Ingersoll, president of the Ingersoll Redipoint Company, St. Paul, Minn., has returned to his former home at Maplewood, N. J., and has become general sales manager of the De Forest Radio Telephone and Telegraph Company, Jersey City, N. J. He will have executive charge of both sales and advertising. Mr. Ingersoll will continue as president of the Ingersoll Redipoint Company, acting in an advisory capacity.

Mr. Ingersoll was with Robert H. Ingersoll & Bro., New York, "Ingersoll" watches, and was president of the Positotype Corporation, also of New York, before he became president of the Ingersoll Redipoint Company.

### Changes in Staff of Simmons Hardware Company

Louis K. Liggett has been appointed president of the Simmons Hardware Company, St. Louis, Keen Kutter cutlery. He succeeds John E. Otterson, who has resigned.

J. Clarke Coit has become first vice-president and general manager of the Simmons company. He is also president of the Winchester-Simmons Company of St. Louis. Both of these companies are subsidiaries of the Winchester Repeating Arms Company.

### Made Vice-Presidents of MacManus Incorporated

Lee Anderson and Warner H. Jenkins, Jr., have been elected vice-presidents of MacManus Incorporated, Detroit advertising agency. Mr. Anderson, formerly vice-president and sales manager of the Hupp Motor Car Corporation, joined MacManus Incorporated early in 1919.

### John H. Black, Publisher, "Wisconsin-News"

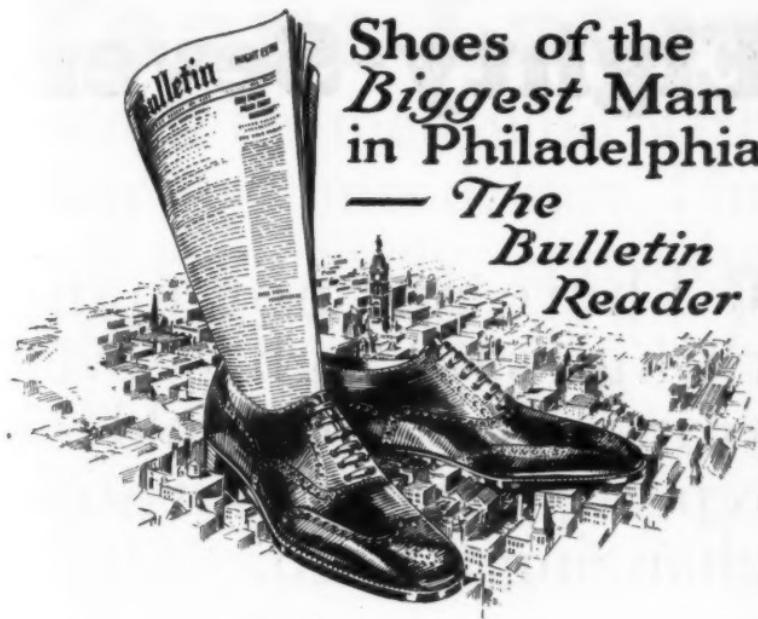
John H. Black has been made publisher of the Milwaukee *Wisconsin-News*. He was advertising manager prior to the recent consolidation of the *Wisconsin-News* with the evening edition of the Milwaukee *Sentinel*.

### Made Sales Manager of Shevlin-Clarke, Ltd.

Raymond C. Munro has been appointed sales manager of the Shevlin-Clarke Co., Ltd., lumberers, of Fort Frances, Ont. Mr. Munro has been with the organization seventeen years.

### Garford Motor Account for Caples Company

The Garford Motor Company, Lima, Ohio, has appointed the Caples Company, Chicago advertising agency, to direct its advertising.



The "big" man in all respects is logically the "biggest buyer."

The maximum market is logically reached by advertising to the "biggest" group.

In Philadelphia the Bulletin dominates in circulation. Talk to the "big reader" if you want to get "big results" in sales.

Besides the intensive covering power, the prestige of association with "size" gives added weight to advertising in the Bulletin.

The Bulletin's circulation is one of the largest in America, and goes daily into more than half-a-million homes in Philadelphia and vicinity.

# The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER

**512,445**

Average Daily Circulation for Six Months Ending March 31, 1924.

# Eighty-Seven

¶ There are not many things said eighty-seven years ago that could be repeated today without changing a word.

¶ But here's one:

"Persons wishing to take The Sun can have it left at their residence or place of business regularly every morning, by leaving their name and address at the office, 21 Light St., near Baltimore Street."

—*THE SUN, Vol. 1, No. 1, May 17, 1837.*

¶ That was the beginning of Sun carrier service.

¶ And it's as important to us today as it ever was.

¶ Today there are 112 Carrier Delivery Routes--

# Years Later

owned by men who with their assistants deliver The Sun exclusively, and who make their living at it.

¶ It's the only way to make sure that papers go HOME. Expensive? Yes. But if advertisers are to get results papers must go home.

June Average Net Paid Circulation:

**Daily (M & E) 246,999**

**Sunday - - - 177,571**

*Everything in Baltimore Revolves Around*

**THE**  
MORNING



EVENING

**SUN**  
SUNDAY

JOHN B. WOODWARD                          GUY S. OSBORN  
Bowery Bank Bldg., 110 E. 42nd St., New York    360 N. Michigan Ave., Chicago

**BALTIMOREANS DON'T SAY "NEWSPAPER"  
—THEY SAY "SUNPAPER"**

July 24, 1924

## Do You Sell Cosmetics?

*The Milwaukee Journal survey on "Cosmetics and Accessories" discloses the buying habits of 132,950 families—accurate and timely information by which you can increase business.*

Only 49% of all Greater Milwaukee families use shampoos. The remaining 51%, representing 67,805 families, is a large potential market for liquid or solid shampoos. An enterprising manufacturer can readily develop this dormant sales opportunity into a large volume of business with consistent and well chosen newspaper advertising. The Journal's survey shows that the two shampoos advertised in The Milwaukee Journal during 1923 enjoyed more than two-thirds of the total sales—evidence of the possibilities of low cost advertising in this market. Scores of similar conditions are revealed in this survey. Order your copy now—the edition is limited.

*The charge of \$1.00 is made to partly cover the cost of production.*

*Read by more Milwaukee and Wisconsin people than any other publication in the world.*

**J**The Milwaukee  
**JOURNAL**  
FIRST- by Merit

# How to Keep Salaried Salesmen Steadily on the Job

Coleman Lamp Company Cuts Down Waste Time by Paying Road Representatives on Per Diem Basis

By G. A. Nichols

EVEN though a salaried salesman may have more good intentions than the road to a certain much quoted region is reputed to be paved with, he often wastes considerable time. He may honestly set out to do his best by his house only to find, some way or other, that a day here and two or three days there are not spent in the field.

The sales quota on which his salary is based is generally reasonable enough, and, when he sees he is getting through in good shape with a fair margin to spare, he may not be quite so zealous about starting to work the first thing Monday morning as his manager would like him to be. He may quit his week's work a day early. Or, if he dislikes riding in a Pullman at night—even as you and I, possibly—he may take a six- or seven-hour ride in the daytime and thus kill the day in the promotion of his personal comfort. Instead of leaving Chicago at midnight, for example, and being in St. Louis at seven o'clock Monday morning, he may wait until 12:30 Monday afternoon, reach St. Louis Monday evening and start work Tuesday.

If he were working on commission, he probably would take the unpleasant Sunday night ride or, if he wanted to save himself that experience, start out Sunday afternoon. But he is on salary, which his firm is perfectly willing to pay him if he brings in sufficient business. And, if he brings in the business, he earns his salary regardless of how little time he invests. There is no question about that. But the sales manager wants him to earn more than his salary—something he may not accomplish unless he makes the most of his opportunities.

Here we see one prolific source of insidious waste, which is all the more dangerous to sales results through coming about gradually and almost unnoticed. The salesman throws away a great aggregate quantity of valuable time, doubtless without realizing it.

## WHEN AN ACCOUNTING IS RENDERED

In the case of the Coleman Lamp Company, of Wichita, Kans., manufacturer of Coleman Quick-Lite lamps and lanterns, this waste never seemed serious as the year went by. But at the end of one year R. W. Carney, the company's sales promotion manager, was amazed to find the sum total of time lost amounted to about one-third of the salesman's possible productive days.

For some years the Coleman company had been paying its salesmen a flat monthly drawing account in addition to their expenses. This is really a salary and averages \$150 a month. Against the salary the men are required to produce a certain quota of sales per month. When the astonishing figures relating to waste time were compiled, a new plan was put into force, and is now in operation, to stimulate the men's industry, secure more productive working days and automatically lower the overhead expense.

"We took the men's basic yearly salary of \$1,800," Mr. Carney tells *PRINTERS' INK*, "and set it up against a normal year's work of 240 days spent in the field.

"Out of the total possible number of 307 working days, our requirement of a 240-day year left sixty-seven week days for lost time, such lost time to include sickness, vacation, changing from territory, attending our salesmen's school and incidental days here

and there. We felt that sixty-seven week days were a liberal allowance for unproductive time that should amply take care of these contingencies. This left 240 days that we thought the man should work in order to cover enough territory and reach enough dealers to be profitable.

"Dividing \$1,800 by 240 days brought an average of \$7.50 per day. We therefore pay their salary upon a basis of \$7.50 per day for each day spent in the field. Under this plan the men who worked more than 240 days drew a bonus of \$7.50 per day for every day over. Likewise those who worked fewer than 240 days in a year were penalized \$7.50 for each day they lost in addition to their sixty-seven-day allowance.

"This brought about a remarkable increase in productive time running our average from about seventeen days per month per man up to twenty-two days per month. In fact it ran the average up over our 240-day minimum, so that instead of drawing \$150 our men averaged \$165 per month without affecting their quota or commission in any way. Thus, instead of each man receiving \$1,800 as a salary drawing account, regardless of the number of days spent in the field, the industrious ones would get more than that sum and the other kind less."

The salary paid the Coleman salesmen is only a basis for their compensation. To be entitled to the salary they must reach a certain quota which is divided into three classes to equalize the difference in sales opportunity. A man in Class A territory, where the selling conditions are the easiest, gets 5 per cent on all net sales above a certain quota upon which his salary is based. In Class B territory where conditions are not quite so good the salesman draws  $7\frac{1}{2}$  per cent and his quota is one-third less than the man in the first class. In Class C the representative gets 10 per cent commission and his quota is half that of the Class A man. The commissions are paid at the end of the year.

Like many other concerns, the Coleman company has many little tasks for salesmen to perform that may not increase their opportunity for actually writing orders upon which they would draw a commission, but which at the same time contribute materially toward generally increased business. How could it consistently ask the man to do this work which in some cases by virtue of time lost or time used would actually lessen his immediate opportunity for writing orders?

#### SERVICE WORK THAT IS NECESSARY

The work in question has to do with general service in stores such as the making of displays, repairing Coleman lamps and lanterns that might be out of order, going to see customers in the field who needed instruction or service attention, unpacking, filling and lighting of dealer's lamps so as to increase display efficiency and many other details of this kind.

"To insure this valuable work being done," said Mr. Carney, "we originated what we call a 'Point and Task' system. We set up a schedule of payment in which every man is paid a certain amount for each lamp or lantern lighted, each lamp, lantern or other Coleman product repaired, for every window or table display arranged and so on. In this way we forced attention to this phase of our sales work, which high-powered order-getters may be likely to pass up in their haste to reach the next town where there may be a chance to sell merchandise instead of doing the thing that would help the retailer sell.

"We conceive it to be the function of our field men to help the dealer sell more Coleman goods, to train and develop the dealer and his clerks to become better Coleman salesmen and to increase the capacity of the store to sell more of our goods rather than be merely order writers. If we increase the dealer's ability to sell our goods our sales to him also will increase regardless of whether the salesman happens to write the order.

"By combining in our compen-

# The George L. Dyer Company

42 Broadway, New York

76 W. Monroe St., Chicago

*The Planters' Bldg., St. Louis*



Newspaper  
and  
Magazine  
Advertising

Publicity and  
Merchandising Counsel

sation system certain phases of the straight-salary work in the method that encourages and forces industry, a commission that equals regular performance over the entire year and specific payment for tasks that result in general dealer development, we have accomplished many purposes that could not be reached by using any one of these three methods exclusively."

## Beware of "Dictionary Translations" in Export Advertising

**F**OREIGN advertising that defeats its purpose because of meaningless and frequently ridiculous expressions used in translation of copy, is cautioned against by the United States Bureau of Foreign and Domestic Commerce in a recent issue of "Commerce Reports."

In Latin-America, particularly, where large sums are expended in catalogues, circulars, and Spanish advertising in newspapers and magazines, the Bureau reports coming to its attention almost daily examples of advertising which defeat their own ends by injudicious or mistaken choice of words.

The chief trouble is the desire to express the same sentiment in Spanish as in English. This leads to "dictionary translations" resulting frequently in ludicrous and meaningless phrases.

An automobile manufacturer advertised in a Cuban magazine. The English copy given the "translator" pointed out that the product "cost no more than a motorcycle." In large bold type the actual Spanish translation read "worth no more than a motorcycle."

Another manufacturer after translating his catalogue into Spanish, had his usual covering letter put into the same language. In Spanish, for the stock expression, "We ask you to accept it with our compliments," there is no literal counterpart. The result was a meaningless sentence.

The thing to remember is that such expressions, if translated at all, must be expressed in an entirely different way, sometimes using many more words. For instance, in Spanish one does not "acknowledge receipt of your letter of the third inst," but rather "takes pleasure in announcing that we have in our hands your welcome communication of the third of the current month."

The Bureau points out the futility of trying to have Latin-Americans change their business methods and tastes to suit exporters of the United States. What may appear as a lack of courtesy or dignity is quickly resented. The Latin-American is accustomed to being referred to as a valued customer even though his account is only a small one. Many European competitors owe their success in no small degree to scrupulousness in the language of their Spanish advertising.

As avoidable mistakes of this character react unfavorably upon the exporters making them, the Bureau suggests that it seems highly advisable that the services of qualified persons, fully conversant with the intricacies of a language, be obtained in preparing foreign correspondence and printed matter.

## M. L. Crowther with "Oklahoma News"

Maurice L. Crowther has been appointed business manager of the Oklahoma City *Oklahoma News*, succeeding J. W. Bradley.

Mr. Crowther was business manager of the *Oklahoma Farmer* until its absorption by the *Oklahoma Farmer-Stockman* last month. He had been with the Capper Publications seventeen years and was at one time owner of the Osage City, Kans., *Public Opinion* and advertising manager of the Leavenworth, Kans., *Post*.

## New Radio Company Plans Campaign

The Faraway Radio Company, Cincinnati, has been organized to manufacture radio equipment. R. C. Pater is general manager. Other principals in the concern are: H. A. Lockwood and J. H. Bredwell. National periodicals and radio journals will be used in an advertising campaign planned for the company's products.

The Indianapolis News sells Clicquot Club ginger ale and Kuppenheimer clothes.

It sells Bee Vac vacuum cleaners and Richardson roofing.

It sells La Palina cigars and Cutex.

It sells Pond's cold cream and Sherwin-Williams paint.

These are *News exclusive* accounts—and here are a few more representative ones :

Eveready batteries	Onyx hosiery
Simmons beds	Listerine
New Perfection stoves	Holland furnaces

(and there are more than 250 more).

*Because The News produces the best newspaper, it has the largest circulation in Indiana, carries more advertising than both other Indianapolis papers combined, and it delivers greatest results per dollar on these representative accounts.*

# The Indianapolis News

FRANK T. CARROLL, *Advertising Manager*

New York Office  
Dan A. Carroll  
110 East 42nd St.

Chicago Office  
J. E. Lutz  
The Tower Bldg.

*First in advertising volume because first in results*

*The*

# Dramatic Story *of a*

# Great Movement

*and a*

# Changed Market

[*free on request*]

We want to send you an extremely interesting booklet. It is a story you cannot afford to be without if you are an advertising man. If you are a business man interested in great social changes and new marketing methods, it is a story which is sure to fascinate you from beginning to end. It does not deal with a "market" and how easy it is to sell your goods to it. It is not a book of circulation figures, not the sort of thing that reads, "one-family-out-of-every-two in Blossomville reads the Gazette."

This story is a romantic narrative about individuals—70,000 of them. It carries you back to the days when you read Horatio Alger, when the hero rose from bootblack to president. It tells you of the change in 70,000 dairymen, of their rise from a downtrodden group struggling for the bare necessities of life to one which is progressive and powerful. It tells you, in brief, of the development of one of the great cooperative movements in history, the greatest milk distributing organization the world has ever seen—the Dairymen's League Cooperative Association, Inc.



The Dairymen's League markets the milk cooperatively of 70,000 dairymen. It owns or controls 173 milk plants. It has assets of over \$12,000,000. It conducts extensive advertising campaigns to market the surplus milk of its members in the form of evaporated milk or ice cream. It mails monthly milk checks to its members, which, for 1923, totaled on an average \$1500 apiece. It is the most vital factor in their business lives. It has changed not only their methods of doing business, but also their reading habits and their buying habits.

Send us the coupon below and get the complete story of this remarkable movement in farm history. Learn why Theodore Roosevelt, Jr., pointed to the Dairymen's League as one of the greatest agricultural developments of all time, as the type of organization in which the farmer must place his reliance, in which he must place his trust for a more prosperous future.

### *The News a natural outgrowth*

Although this booklet is being distributed to *Printers' Ink* readers by the *Dairymen's League News*, it is not the "story" of the *News*. It is the authorized story of the Dairymen's League Co-operative Association, Inc.—told completely for the first time, told briefly and simply in order to teach the business men of this country about this great movement, really understood by so few.

With the story of the League, of course, is woven inextricably the story of the *Dairymen's League News*. When dairymen banded together and founded the League, they expected editorial support and sympathy. Instead they were damned with faint praise or condemned outright. They were forced to found their own paper to champion their cause.

But they had still another reason for founding the *News*. They had never had a publication devoted to dairying, their chief source of revenue. (The national dairy papers did not cover one dairyman in ten.) They needed a medium to pass along the gospel of scientific dairying, of the more profitable

production of milk. The *News* filled this need.

The *News* is today the favorite farm paper of its reader-owners. Tens of thousands have dropped their subscriptions to other New York State farm papers. Thousands write letters to the editor of the *News*. Hundreds advertise in the *News* when they want to sell or buy anything from a dog to a farm.

### *More advertisers every day choose the News*

Many advertisers have realized that the New York farm market has changed. They have been using the *News* to more efficiently and economically sell their goods to it. One recent issue carried as many as eight first insertions of national advertisers. Every month this year, from the standpoint of advertising lineage, has been a record-breaker.

Get the fascinating story of this change in the New York farm market. Have the girl who types your letters fill in the coupon and mail it to us today. The booklet you will receive tells a most interesting story. You will never regret the time you spend reading it.



Dairymen's League News, 120 West 42d Street, New York City.  
Gentlemen:

Please send me your booklet, "The Dramatic Story of the Dairymen's League."

Name.....

Address.....

City .....

July 24, 1924

Three hundred passenger cars enter Indianapolis on electric lines from all parts of the State every day. Indiana's electric transportation facilities are equalled only by its system of hard-surfaced highways. Combined they have made Indianapolis the marketing center of an area of 15,000 square miles. Throughout this rich territory THE STAR exercises an influence of unquestioned strength. It is not merely a great city newspaper—it is a state institution.

## "What About Indiana?"

Do you wish to have facts on the buying power and characteristics of your prospects in the Hoosier commonwealth? Ask for our latest compilation of market data—"What About Indiana?"

# THE INDIANAPOLIS STAR

**The Shaffer Group**

CHICAGO EVENING POST  
INDIANAPOLIS STAR  
ROCKY MOUNTAIN NEWS  
DENVER TIMES  
MUNCIE STAR  
TERRE HAUTE STAR

QUALITY PUBLICATIONS

Foreign Representatives

Kelley-Smith Co.  
Marbridge Bldg., New York  
Lyton Bldg., Chicago

Gravure Service Corp.  
25 West 43d St., New York

R. J. Bidwell Co.  
742 Market St., San Francisco  
Times Bldg., Los Angeles

# Business As Usual

Testimony of Advertisers Is to the Effect That They Will Continue to Advertise This Fall—Depression Is in the Mind of the Other Fellow

By Don Gridley

If there is anything that grows with less encouragement and is harder to trace to its source than that species of weed known to the irate agrarian as devil's paint-brush, it is a business rumor. And just as a nice hot summer makes the red-topped weed flourish in every meadow, so does a nice hot Presidential year give an unusual impetus to the annual crop of rumors.

For several months now there has been considerable loose talk about a coming business depression. Prophecies have ranged all the way from another Black Friday to milder forms of disaster, such as three-day weeks, etc. One thing they all have in common—gloom.

A little study of market reports and other statistics, that have a way of showing facts rather than fancies, shows that in a few instances business is undoubtedly taking a little downward swing. There is a slack here and there—but not a bad slack. Business is letting down in some industries more than is normal for this time of year—but not too much. The thing that is keeping some timid executives awake nights biting their nails is the irritating question, "How much?"

On the other hand there are such energizing signs as the present farm situation. You will remember that the farm market was all slated to undergo a frightful depression, which hasn't materialized. In fact, something has happened quite to the contrary. And this is but one of the many encouraging signs.

One of the best ways of finding a depression is to look for it. Therefore a week or so ago I wrote a letter to a list of leading advertisers, companies that have ridden business cycles for some years, companies that are leaders in their fields and should know,

if anyone knows, what is going to happen during this fall and winter.

The letter wasn't a long one. It didn't have to be. It merely asked these advertisers what plans they were making for fall and winter advertising and what was their general reaction to present business conditions.

"If they're going to cut down on their advertising," was the thought, "then look out for a business slump. If, on the other hand, they are going to continue on the even tenor of their way or perhaps spend a little more than usual the answer to the depressionists is, 'How do you get that way?'"

To date the returns aren't all in, but enough of them are to give some pretty good indications as to the business outlook for the next few months, in an advertising way at least. While it may be unsafe to make any absolute predictions on the face of the current returns, it is fairly safe to say that many leading advertisers are going ahead with their programs much as though there had been no talk of the inevitable let-down in business. The fact that Davis and Coolidge and La Follette and perhaps two or three others are going to be campaigning for a few million votes seems to matter very little when it comes to selecting mediums and digging around for copy appeals.

## WHAT WISE ADVERTISERS WILL DO

In other words, this fall, wise advertisers are going to do as wise advertisers have always done—advertise with the best copy in the best mediums in the best way they know how. A few advertisers, overcome by a flock of rumors or frightened to death because their salesmen report a lack of enthusiasm on the part of certain retailers, may be planning

to shave a little here and there. But the big advertisers, the wise advertisers, the advertisers who count, are showing their real business sense by making their plans under the grand old banner, "Business as usual—if not better."

L. B. Jones, vice-president of the Eastman Kodak Company, has sounded a pretty wise keynote when he says, "There really isn't any news I can give you. We are never much inclined to splurge in boom times or cut off when business is poor, but let things go in the even tenor of their ways, satisfied that while the advertising may not, on the surface, pay as well in slack times as in boom times, it is nevertheless necessary—perhaps even more necessary."

In other words it is the policy of Eastman not to worry too much about depression when it comes to advertising. Depression or no depression, this company realizes the great importance of keeping up an even flow of advertising, knowing that sound advertising pays dividends under all sorts of business conditions. That is the modern advertiser's view of it, generally speaking.

The Beech-Nut Packing Company strengthens this view:

"You may be assured that we will continue to push the sales of Beech-Nut products energetically during the remaining months of this year and we will continue our regular advertising schedule without any cancellations.

"In our advertising we are not only endeavoring to influence the consumers in favor of Beech-Nut products, but we also are placing special effort on the retailers. In our opinion there is no doubt that the manufacturers who show the greatest activity will also secure the greatest results. There is plenty of money in circulation and there is plenty of business to be had. All manufacturers can secure their just share of this business if they only continue their aggressive sales and advertising efforts.

"We believe that the most emphasis should be placed on the

ideas, products, sales plans and advertising promotional work that will give the quickest returns. A long-term investment in merchandising ideas is not profitable right now for present orders are necessary to keep the plants running, to maintain steady employment and thus make it possible for everyone to contribute his share in putting back in circulation the available funds that will tend to keep the business cycle intact.

"You are undoubtedly surprised with the business situation of today. We are constantly asking manufacturers how the business of each one is. Their invariable reply is that their own business is good, better than 1923, in fact, but that they understand that business in general is poor. We wonder where they get the idea. They are optimistic concerning themselves but pessimistic concerning everyone else.

"This feeling isn't as it should be. And this line of reasoning and talking should be eliminated. Right now is the time for everyone to *work hard* and produce results. Right now is the time for everyone to help keep all the channels of trade wide open and clear of all obstacles. Let everyone remove the obstacles that may be blocking the progress of his own respective business and talk with enthusiasm relative to prospective sales in the next few months with orders on the increase, daily."

In the last paragraph there is a big idea for the advertiser this fall. After all, aren't business depressions often built too largely on fancy rather than on fact? Enough manufacturers talking poor business when business is good may mean a psychological slump that is unwarranted by the facts.

#### WHEN A MANUFACTURER HURTS HIMSELF

I don't mean to give the impression that meaningless optimism will overcome slumps. That has been tried too often with the result that the optimist was left holding the bag while his harder-

# THE HIGH COST OF "LIVING"

You can "live."

Or you can *live* — dine, dance,  
entertain,  
Go to the theatre, the opera, the  
cabaret,  
Keep abreast of art and letters,  
Travel, motor, golf.

This is the "life" of the Vanity Fair  
woman—this is the field of Vanity  
Fair.

The magazine reflects her varied in-  
terests in all their phases. That's  
why she reads it.

It's a delightful "life"—but expen-  
sive. Her wardrobe must be so  
ample. Her appointments so good.  
Her toiletries so complete.

Dressing, shopping, entertaining,  
travel, amusements, sport—in this  
round of social activity—call for  
continuous lavish expenditure.

This is the woman who pays and  
pays and pays—for hats, gowns,  
suits, sports clothes, gloves, shoes,  
stockings, lingerie, jewelry, cosmetics,  
perfumes, toilet articles, and every  
variety of quality merchandise.

Why not sell her these things through  
the magazine dealing with the life  
that demands them in such abundance?

# VANITY FAIR

July 24, 1924

headed competitors were sneaking gracefully out of the picture. I do mean that meaningless pessimism, multiplied enough, too often slows down business to a far greater degree than conditions warrant, and that manufacturers who foster this sort of pessimism are doing themselves a financial wrong.

The Gulbransen Company is answering any depression rumors by increasing its manufacturing floor-space by about one-seventh. This company, like Eastman, knows the value of continued advertising, as is shown by its letter;

"This house does not plan any special campaign at this time, any more than it has in any year past.

"We have what is probably a very unusual record, in that we have never missed advertising in a national way a single month, since we started our national advertising policies.

"Furthermore, we have never run less than a full page in the leading national mediums, since we entered the field.

"Our problem has been one of stabilizing the market all the year round, not to put extra life into the market at any particular time. The steady advertising that we have done has to a very large extent had the effect of stabilizing our particular market, and has also resulted in consistent, steady linking up with our advertising by Gulbransen merchants. Few national advertisers, we believe, have gone into intensive dealer tie-up any more deeply than we have. It is almost a religion with us, continuing month after month with clocklike regularity. With such a policy, you can very readily see why there is no particular fall and winter campaign.

"So far as general business in the latter part of the year is concerned, we expect and are preparing for a considerable improvement. Our confidence in the situation is indicated by the fact that we are completing a new six-story building which will increase by one-seventh the amount of our available manufacturing floor-space."

Lehn & Fink, Inc., wholesale druggists and manufacturing chemists, are the first to sound a note of caution. They sense an uncertainty in business, but see no reason why such an uncertainty should affect advertising plans made some months ago.

Says Edward Plaut, president of the company:

"Our plans for advertising for the fall were laid out when we planned our annual campaign about eight months ago, and our improvement in business has been of such a nature that we feel that it would be foolish to decrease this in spite of the fact that it is our general belief that business conditions as a whole will be more unsettled in the fall on account of the general conditions both here and abroad in the drug and chemical market.

"Furthermore, we believe that the uncertainty due to the election will again keep buying down to a hand-to-mouth basis. In fact, we find that the last few years a great many businesses have been run on this hand-to-mouth basis with great satisfaction, and that a change to the heavy buying of the war days will not be brought about unless there happens to be a tremendous boom year, something which I cannot foresee at the present time.

#### THE "SAFETY FIRST" PRINCIPLE

"I believe that safety first has been the general business principle, and that houses which have followed this safety-first plan have not suffered the losses that other houses have suffered, and therefore will continue to go ahead on that basis.

"Our own business which caters particularly to the retail druggist is doing very satisfactorily, but we have found by watching conditions for fifty years that we do not suffer in times of depression so much as other houses do, nor do we benefit in boom times to the same extent."

There are several ideas in this letter that are worthy of more than passing comment. The first  
(Continued on page 41)



STANDARDS of living are higher in trading centers than in smaller towns. Families in a neighborhood like this live in surroundings which constantly stimulate them to buy things—necessities, comforts, luxuries. And it's easy for them to buy freely because of the numerous well-stocked retail stores in trading centers.

**Cosmopolitan** 25¢

The shortest route to the national market is that which enters through the 663

trading center gateways. Cosmopolitan's circulation closely parallels this route.



Why

**MODERN ELOQUENCE**  
is a regular advertiser  
in The Elks Magazine

Modern Eloquence



### MODERN ELOQUENCE

(Founded by THOMAS B. REED)

ALICE H. THOMAS  
Colgate University,  
Managing Editor

BRANDON MATTHEWS  
Colgate University  
Chairman Advisory  
Editorial Board

MODERN ELOQUENCE CORPORATION  
15 ASTOR PLACE  
New York

July 7, 1924.

Advisory Editorial Board

Ed. BENNETT LADD BISHOP  
NICHOLAS MURRAY BUTLER  
John C. CALDWELL  
HENRY VAN DYKE  
HENRY CAROT LOSER  
EUGENE FIELD  
Oscar FRASER  
Augustine THOMAS

Mr. Charles H. Hart,  
Elks Magazine,  
50 East 42nd Street,  
New York, N.Y.

Dear Mr. Hart:-

The returns from the page advertisement in July Elks Magazine are exceedingly satisfactory. During the first week after publication we received more inquiries than we estimated we would receive during the entire life of the advertisement.

Modern Eloquence appeals to men of affairs. To those who speak in public or who are interested in the thoughts of our greatest men it is practically a necessity.

The unprecedented results from the July page illustrate not only the pulling power of Elks Magazine but also the quality of its readers.

You may count us as a regular customer for the coming year.

H.D.Bosanko  
AIF

Very truly yours,  
*Helmut D. Bosanko*  
MODERN ELOQUENCE CORPORATION

# The Elks

Magazine

850,000 Identified Circulation

50 East 42nd Street

New York City

# The Situation in New Orleans

— as Jason Rogers Sees it

"From the advertiser's standpoint, New Orleans is one of the richest self contained markets in the United States and a city that is wonderfully covered by sound newspapers. . . .

"New Orleans is one of the big cities in the country that remains loyal in its adherence to the morning newspaper as an institution. The Times-Picayune leads all competitors on week days and Sundays both in city circulation and total volume of advertising carried.

"Advertising rates are fair and reasonable to the advertiser in New Orleans, with The Times-Picayune showing the way to lowest milline rates for a circulation of greatest possible value to the advertiser.

"Figures covering department store advertising in New Orleans show a remarkable strength for the morning newspaper, The Times-Picayune, in comparison with experience in other cities.

"The results prove my contention that in any city where long distance commuting is not the rule, a sound morning newspaper is a home newspaper in the same sense that the evening newspapers are in most of the large cities. . . .

"Considering the make-up of its population and its great importance as a seaport and the solid wealth and stability of its institutions, New Orleans is an outstanding city more important than the numbers of its people signify. . . .

"It is a market of fine potentialities for the prospective advertiser with a product that is salable in a distinctly unique Southern city."

—Jason Rogers in *The Advertisers' Weekly*

## The Times-Picayune

**FIRST FOR THE SOUTH**

Represented in New York, Chicago, Detroit, Kansas City, St. Louis and Atlanta by Cone, Hunton & Woodman, Inc.; in San Francisco and Los Angeles by R. J. Bidwell Co.

is that despite unsettled business conditions, if such conditions do occur, the company believes in consistent advertising. Another is that this company finds that hand-to-mouth buying is often wise buying, if it is not carried to extremes. Too many advertisers look back on the golden days just after the war, when buyers begged rather than bought, and dream that such days may come again. They won't. The burned children can still see the scars, and the lessons they learned a few years ago are lasting ones. The Lehn & Fink letter opens some interesting lines of thought.

A. Bishopric, Jr., vice-president of the Bishopric Co., says, "There is no doubt that there will be experienced a depression, but it will be experienced, I am confident, by those who hesitate and hold back because of fear. There is no question that we are in a selling market and must redouble our efforts in planned and direct selling.

"In other words, we are confident that there will be plenty of business for those who will go out and dig for it. Such has been our experience in the past, and will be for the future, we trust."

Mr. Bishopric adds that his company is continuing its present schedule of national advertising and providing for additions to its localized appropriations in spite of any undercurrent of apprehension.

His letter shows another company that follows the Eastman plan of continuous advertising with the full knowledge that consistent advertising, boom times or depression times, builds the solid foundation that counts.

The Northam Warren Corporation, manufacturer of Cutex manicure specialties, says, "We have a very definite policy which has been evolved through years of experience and experimenting, and which we shall continue as follows:

"Our task is to educate the American woman to the importance of having well-groomed finger nails. We have done this for many years past with, we believe, great success and in spite

of the fact that business conditions today are not so boomy as they were, we think it is our primary job to keep on teaching and educating. We believe that this kind of advertising is benefiting us and at the same time benefiting the general public."

The Bassick Manufacturing Company says that the "so-called depression is not so much a depression as it is a case of over-anticipation on the part of some industries." This company has had thus far the best year of its history and sees no reason why this record cannot be maintained.

"We feel that people have plenty of money to spend and that the country is very prosperous," says the company further. "Our opinion of conditions in general and prospects for the future is best illustrated by the fact that we are continuing our advertising and sales plans right through the year, just as we started them last January."

J. Field Wright, of Sargent & Company, manufacturers of hardware, expresses his company's attitude as follows:

"The products to which we give the most attention in our advertising are locks and hardware. These goods do not have a seasonal appeal and we therefore have no definite plans for a fall and winter campaign. In fact we do not use the word 'campaign' in connection with this advertising at all, but we consider it rather from the educational standpoint. Builders' hardware, unlike many other products, is not bought because of any interest that has been aroused by advertising; its purchase is due to a definite need and it is only after an individual has decided to erect a building of some kind that a need for locks and hardware develops.

"As was brought out in a recent trade-paper advertisement which you quoted in your issue about two weeks ago, the advertising of this year results in business next year or possibly the following year and we have therefore endeavored to follow the plan of advertising consistently and persistently. The advertising

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that is to be done during the coming fall is all part of the program of the year which was adopted some months ago and which has been followed out ever since."

Here is another believer in the value of consistent, uninterrupted advertising.

P. & F. Corbin, also manufacturers of hardware, say that they are contemplating no changes in their advertising program, which is based upon steady, consistent publicity through good times and bad. Add still another name to the growing list.

S. Karpen & Bros., designers and manufacturers of furniture, although their plans for fall and winter are not yet completed, are optimistic about business conditions. They say:

"Buying at the July market indicates an optimistic attitude on the part of the retail furniture trade, and we have every reason to believe that consumer buying will be good during the fall months.

"We are planning a very helpful selling campaign for our dealers, and it is meeting with enthusiastic interest among the visiting buyers.

"In our opinion, the depression, in the furniture market at least, is practically at an end, and we believe that both manufacturers and dealers should prepare for an increased demand."

C. F. Beatty, of the New Jersey Zinc Company, says that that company's advertising is to be increased this fall by an extensive local newspaper campaign on Mapaz and that next month a campaign on behalf of Horse Head Zinc will be undertaken in a list of class and business publications.

The Coleman Lamp Company says that it is going ahead as usual, advertising in national farm papers and general publications, supplementing this advertising with direct dealer service work in all towns where dealers who have its goods are willing to take the company's literature, look it over and tell the company what it can do to help them sell more Coleman products.

There are a number of other

letters that might be quoted, but with few exceptions the general tone is "Business as usual." Some advertisers sense a depression, others see it as already under way, but the majority feel that the depression, if it exists, is not dangerous enough to cause any letdown in advertising. Rather it is an incentive to sound advertising which goes after business because business is there.

Of course it is always dangerous to make early predictions on the basis of such facts as are at hand. Unexpected conditions may arise which will bring on a heavy depression. On the other hand there is as much reason to believe that business will take a quick turn for the better. The chief lesson is that the wise advertiser is the consistent advertiser.

One thing is certain: Present indications point to a steady volume of advertising for this fall and winter. Certainly it is no time to be pessimistic. Rather it is a time to plan for aggressive advertising and selling plans which will induce prosperity and will capitalize on conditions which are by no means discouraging.

### Reports 313 Associated Advertising Clubs

The number of advertising clubs in the Associated Advertising Clubs of the World increased from 262 on June 1, 1923, to 313 on June 1, 1924, according to a report made by Lou E. Holland, president of that organization, in addressing the opening session of the London Convention.

The number of departments increased to twenty-five during the same period, two new departments having been added, the Window Display Advertising Association and the National Publishers Association.

### George Gallow to Leave Waldes & Company

George Gallow has resigned as advertising manager of Waldes & Company, Inc., Long Island City, N. Y., maker of Koh-i-noor dress fasteners. This change becomes effective July 31.

### F. J. Best Leaves Boston "American"

Francis J. Best, business manager of the Boston *American*, has resigned.



## ANNOUNCING THESE IMPORTANT FALL FASHION NUMBERS

*September*

THE FALL MODE IN ADVANCE  
featuring especially Furs, Fabrics, Millinery  
Advertising Forms Are Closing Now.

*October*

ANNUAL FALL FASHION NUMBER  
featuring the Paris Fall Openings

Advertising Forms Close August 25th.

*November*

THE MODE FOR WINTER  
Fashions accepted by Smart New York  
Women

Advertising Forms Close September 25th.

# Harper's Bazar

2/- IN LONDON

50c

6fr. IN PARIS

July 24, 1924

## Electric Railways Finding Advertising Profitable

"We have only started our advertising work in the electric railway field, but it is growing and we are optimistic over its future," said L. S. Storrs, president, The Connecticut Company, New Haven, Conn., speaking before the Public Utility Advertising Section at the London Convention of the Associated Advertising Clubs of the World.

"In 1923," he continued, "something like \$2,500,000 was spent for advertising by our electric railways. The appropriations of several companies exceeded \$100,000, and a number of them are approaching a 2 per cent gross appropriation. That is a fair start, but it is not the end, for results have convinced us that full and truthful publicity pays."

## Edmund Hume Joins Wendell P. Colton Agency

Edmund Hume has joined the staff of Wendell P. Colton, Inc., New York, advertising agency, as an account executive. Until recently he has been with the Tracy-Parry Company, Inc., Philadelphia, advertising agency, as manager of its New York office.

## B. P. Mast to Represent Industrial Management Group

B. P. Mast, formerly vice-president of the Harold P. Gould Company, Chicago, publisher of *Management*, has been appointed Western manager of The Industrial Management Group, New York, which includes *Industrial Management* and *Industry Illustrated*.

## S. L. Loeb Joins Gropper Knitting Mills

Samuel L. Loeb has been appointed sales manager of the Gropper Knitting Mills, New York, manufacturer of Gropper Knit ties. For the last nine years he has been with Henry Sonneborn & Company, Baltimore, as Texas sales representative.

## Joins Redfield, Fisher & Wallace

Clarence I. Taylor, formerly secretary of Betting-Thompson-Madden, Inc., St. Paul, Minn., advertising agency, is now production manager of Redfield, Fisher & Wallace, Inc., New York advertising agency.

## Meat Product Account for Cincinnati Agency

The Midland Advertising Agency, Cincinnati, has been appointed to direct the advertising of the E. Kahn Sons Company, American Beauty meat products. Newspaper advertising will be used in a campaign which is planned.

## C. D. Wheeler Joins Nichols-Evans

C. D. Wheeler, with the J. H. Cross Company, Inc., Philadelphia advertising agency, for the last seven and a half years, has been elected vice-president of The Nichols-Evans Company, Cleveland advertising agency. Mr. Wheeler was advertising manager of the General Electric Company at Fort Wayne, Ind., for eight years.

## R. K. White Joins Chevrolet

R. K. White has been appointed to the newly created position of director of sales promotion of the Chevrolet Motor Company, Detroit. For the last five years, Mr. White has been with the Delco Light Company, Dayton, Ohio, at one time in the engineering department and most recently as assistant sales manager of the South Central division. For four years he has been sales promotion manager.

## Preston Roofing Account with Hoyt

The Keystone Roofing Manufacturing Company, York, Pa., Preston roofing, has appointed the Charles W. Hoyt Company, Inc., New York, advertising agency, to direct its advertising. Newspapers, business papers and color advertising in magazines will be used for this account.

## Spaulding Fibre Company Plans New Campaign

Dealer and consumer publications will be used in a campaign which The Spaulding Fibre Company, Inc., Tonawanda, N. Y., is planning to conduct on Spaulding Bakelite-Duresto. This campaign will be directed by the Whitman Advertisers' Service, Inc., New York.

## "Variety" and "Clipper" Merged

*Variety* and *Clipper*, two weekly publications of the theatrical and amusement field, published at New York, have been merged under the name of the former. The *Clipper* was purchased by the interests controlling *Variety* about one year ago.

## Baking Account for Foley Agency

The Corby Baking Company, Washington, D. C., and Richmond, Va., has placed its advertising account with The Richard A. Foley Advertising Agency, Inc., Philadelphia.

## R. E. Berlin, Business Manager, "Smart Set"

R. E. Berlin has been appointed business manager of *Smart Set*, New York.



## Again FIRST in Automotive Advertising

FOR years The News has been the automotive guide of Detroit's motoring public, sponsoring safety measures, better roads, charting touring routes and camping sites and publishing the most readable and reliable automotive section in Michigan. Week day or Sunday, The News reaches the greatest number of homes in Detroit and Michigan. For that reason The Detroit News has become FIRST IN AUTOMOTIVE ADVERTISING, carrying a total of 826,910 lines of automotive advertising week day and Sunday combined—a lead of 117,866 lines over the second Detroit paper. Week days The News led the second paper by 60,914 lines, and Sundays by 56,952 lines. These figures are for the first six months of 1924.

Such marked preference is the result of an intensive blanketing of a field unequalled by any other newspaper in the United States for any city of Detroit's size.

# The Detroit News

*Greatest Circulation Daily and Sunday in Michigan*

July 24, 1924

# *in Northern Ohio* Plain Dealer has

The audience that it really pays to cultivate is made up of people who are able to buy what you have to sell, when you have to sell it.

Northern Ohio's 3,000,000 people have the money—no question about it. Payrolls totalling well over \$800,000,000 annually go into the pockets of the workers who help make this great prosperous territory the second in the country in diversified industries.

Figures prove that The Plain Dealer has the BUYERS. And results back up the figures.

Advertisers know that The Plain Dealer *alone* reaches and sells the buyers of Northern Ohio. They know it puts the stories of their wares into the front doors of the *buying homes*—into the hands of the men and women who are readily responsive to their advertising.

That's why The Plain Dealer regularly carries MORE National advertising than ALL other Cleveland newspapers combined. Likewise, why The Plain Dealer GAINED nearly three times as much National advertising as ALL other Cleveland newspapers during the first 6 months of 1924.

It is not enough merely to *reach* a large audience. Profitable advertising must *sell* your market. The Plain Dealer ALONE will sell it.

J. B. WOODWARD  
110 E. 42nd St.,  
New York

WOODWARD & KELLY  
350 N. Mich. Ave., Chicago  
Fine Arts Bldg., Detroit

**The Plain**  
**ONE Medium — ONE Cost**

# Get the Buyers!



## Surveys prove these FACTS—

—in districts where the average rent is \$40 to \$50 The Plain Dealer reaches

**41% of all homes**

—in districts where the average rent is \$50 to \$75 The Plain Dealer reaches

**77% of all homes**

—in districts where the average rent is \$75 and up, The Plain Dealer reaches

**88% of all homes**



Profit  
Dealers

n Dealer  
Case  
**ALONE Will sell it**

R. J. BIDWELL CO.  
Times Building  
Los Angeles, Cal.

742 Market Street  
San Francisco, Cal.

July 24, 1924

# 192,000 farms in Oklahoma are buying *tools*

More than half the farms in Oklahoma own repair shops that present a large market for high-class tools, such as anvils, forges, bellows, vises, stocks, dies, taps, hoisting blocks, wagon repair tools, sawing machines, tongs, horseshoeing outfits, blacksmith outfits, grindstones, engines, and so on.

In addition, each farm must have simple tools like saws, hammers, braces, bits, files, screwdrivers, hatchets, axes, squares, planes, wrenches and many others.

Tools are necessities on every farm, and the needs vary from the simplest pieces to the complete equipment for repair shops.

The farms of Oklahoma offer a tangible market of large proportions for tools.

The *Oklahoma Farmer-Stockman*, the only farm paper in Oklahoma, reaches influentially more than 75% of this great rural market.

ONE OF AMERICA'S GREAT FARM PAPERS

## THE OKLAHOMA. FARMER-STOCKMAN

CARL WILLIAMS  
Editor

Edgar T. Bell, Adv. Mgr.      Oklahoma City, Okla.

THE OKLAHOMA PUBLISHING CO.

THE DAILY OKLAHOMAN—OKLAHOMA CITY TIMES

E. KATZ SPECIAL ADVERTISING AGENCY  
New York Chicago Kansas City Atlanta San Francisco

# Don't Make Your Form Letters Too Perfect

Too Much Polish Is Apt to Lessen the Chances of a Letter That Is Designed to Get Business

By E. P. Corbett

WHY is it that Secretary Hughes, despite his unquestioned integrity and ability, never has been and never will be a popular leader? Because he is cold, polished, unemotional, a trained thinking machine. He appeals only to those of a similar makeup. Why is it that Theodore Roosevelt, despite his impetuosity and his admitted mistakes, was the best loved (and perhaps the most hated) man in this great country? Because he was always himself, natural, human, red-blooded. He was loved for his faults as well as for his virtues. He "registered" on everyone.

There are some men who, so to speak, live in their brains. Most of us have more heart development than brain development, even though we may deny the allegation. We are red-blooded animals developed (sometimes) to the *n*th degree. We have a natural antipathy to the cold and polished. Warm colors appeal most strongly to us. Pictures with life appeal to us. Our emotions lie close to the surface and rise to the surface on slight provocation. We do not, as individuals, reason these things out; we simply follow our reactions to certain stimuli.

Now what has all this to do with the title of this article? Simply this. We are, in the main, real honest-to-grandma human beings. We react most favorably to that which is natural and unaffected. We do not want to be "talked down to," nor do we relish having anyone show in too evident a way his superiority over us. We know how we express ourselves and we feel thoroughly at home only with those who express themselves about as we do.

When we read the "perfect" form letter, we do not read into it any spontaneity, any warmth, any

"humanness." There is no room in the letter for these qualities. They have been boiled out in the refining process. That refining process usually has as its object the shortening of the letter. A long, long time ago someone told someone else that a letter should be short. The rumor or report spread and has not yet run its course. Just another illustration of the fact that a little knowledge is a dangerous thing. The shortening process still goes merrily on and cold, hard facts crowd out the seemingly unimportant trifles that yet make the "form letter" a real letter.

## WHEN COLD FACTS HAVE A LOW BATTING AVERAGE

The human thinking machine can easily digest these aforesaid cold, hard facts and grow fat on the diet, but not so the warm-hearted flesh-and-blood man who welcomes friendliness and naturalness wherever he may find them. The cold, hard facts may convince intellectually, but they have a comparatively low batting average when it comes to getting the name on the dotted line.

Then again, we men in the street are usually mentally lazy. We are more or less accustomed to slouching along and we do not so easily follow a highly polished, boiled-down letter as we do the letter that allows us a little freedom for mental peregrinations but still gently leads us to the desired destination. We are not always trained thinkers and our mental processes are not accustomed to walking the straight chalk mark. We are accustomed to being led but we balk at being driven.

There's a certain disadvantage to this airing of one's opinions in print. "Oh, that mine enemy would write a book" was not written

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idly. Someone among the bright and intelligent readers of PRINTERS' INK will undoubtedly arise and wither this poor writer with this quite obvious remark: "Tut, tut, my unsophisticated friend, your conclusions are about 75 per cent right, but your major premise is all wrong. The 'perfect' form letter would not have these faults. It would be natural and human. It would be so written as to carry an engaging personality."

It might, that is true, but if that naturalness and engaging personality were a matter of pure skill rather than an out-pouring from the heart, so to speak, would it not defeat its own purpose? Would it ring entirely true? Can powder and paint, however artfully or skilfully applied, ever take the place of a good, natural complexion? You see, this brings us right back to the old dictum, "Be natural."

The letter writer who can get his message over in a comparatively few words, and still make his form letter sound like a real personal message, is an artist. It can be done, but not everyone can do it. Nor is it easy for anyone to do. It might be added that not everyone is permitted to do it, even if capable. There is likely to be someone higher up who has to be considered. That "someone" is very likely to turn thumbs down on the various little touches that to the uninitiated mean nothing, but to the letter writer are the very things that differentiate the letter with the personal touch from the ordinary form letter.

The too perfect form letter seldom rings true. It either lacks real personality or has personality plus smeared all over it. It frequently shouts aloud to the prospect that it is a very personal message, and the poorer its mechanical execution, the louder its obviousness shrieks. Sent to the home of the simple-minded, many of these letters would bring a high percentage of returns.

Yet, again, there are mighty good form letters that produce splendid results because they are so nearly perfect in many respects. They produce these good results

because they so closely simulate the genuinely personal letter. But when this standard of excellence is achieved, it is in most cases due less to art and skill than to the fact that the writer of the form letter forgot for the moment that he was writing to the many, and wrote as he would to the individual.

Yet even then it is well closely to scan the letter with a view to determining whether or not a little further "loosening up" might not make it seem even more natural. The average good correspondent will find, if he looks over carbon copies of his best letters, that he has inserted many words and phrases that are not strictly necessary. Why, then, if he writes a form letter that his judgment tells him is good, will it not increase its chances of success if he deliberately adds a few unnecessary words or phrases?

The letter, as a work of art, would perhaps suffer by so doing. But as a producer of business, the letter would in most cases bring better results if this were done. In other words, to make our form letters appear like personal letters, we must try to do the very things we would do if we called our stenographer and dictated a letter.

Here are two letters that illustrate a case where this was done. The first letter is fully up to the standard of the average form letter. But the "loosening up" process, as shown in the second letter, made the subject matter run along in an easier way and did not sacrifice dignity, even though there are unnecessary words.

Dear Sir:

Spring is here—the season when you will want to look around your property and see what needs to be done.

Does your house need painting? Painting a house can no more be put off with safety than taking care of the teeth. Painting a house does more than beautify—it preserves.

When you select your paints, you will want to get paints that endure and preserve as well as beautify. There is a great difference in paints. No matter how low the price, no paint is worth having unless it is mixed with the "quality" ingredient.

Expense, of course, is an important item. That is why you will be interested to know that you can get your choice of twenty colors in Reparation paints for only \$1.95 per gallon. This paint is

## *Things to Remember*

(When Making Schedules for  
Fall and Winter)

When fall and winter schedules are compiled please remember two things—so far as Chicago is concerned:

1. The Chicago Evening American has the largest afternoon circulation. Daily average for June:

**473,602**

2. The Chicago Evening American has more circulation in Chicago and suburbs than the second evening paper has total circulation. City and suburban daily average circulation of the Chicago Evening American during June:

**412,535**

NO MATTER WHETHER IT'S FROCKS OR FRYING PANS YOU WANT TO SELL, THIS TREMENDOUS READER AUDIENCE COMPRISES WITHIN ITSELF ONE OF THE GREATEST MARKETS IN AMERICA.

**CHICAGO EVENING AMERICAN**

EVENING

A Good Newspaper

famous from coast to coast because it spreads over a larger surface and wears longer.

Here you have high quality combined with low price. It takes a much larger quantity of ordinary paints to do a job than is necessary with Reparation paint. It is made under a long-tested formula and invariably gives complete satisfaction.

May we show you what beautiful effects you can get with Reparation paints?

Very truly yours,

\* \* \*

Dear Sir:

Have you looked over your property to see what needs to be done? Spring-time is clean-up time, you know.

How about your house—your home? Maybe you've already thought that it needs painting. Not merely because you want it to look well, but to preserve it. Painting a house is like taking care of the teeth—it cannot safely be put off.

But when you pick out your paints, above all get paint that will endure; paint that will preserve as well as beautify. Folks sometimes think that paint is just paint. Well, it is. "Eggs is eggs," too, but there's as much difference in the quality of paints as there is in that of eggs.

Perhaps you are thinking of the expense. That's natural. But when you know that you can get your choice of twenty colors in "Reparation" paints (the paint that's famous from coast to coast because it spreads over a larger surface and wears longer) for only \$1.95 a gallon, you won't worry over expense.

"Reparation" paint is made under a time-tested formula and always gives satisfaction. A small quantity will do a better job than a much larger quantity of ordinary paints. It's high in quality and low in price, and you also save on the quantity needed.

We'll be glad to have you stop in and let us show you what beautiful effects Reparation paint will enable you to get.

Sincerely,

This writer has always contended that a big part of the message contained in a letter, especially in so far as creating confidence is concerned, is carried between the lines rather than in the words themselves. The personality and character of the writer of the letter creates an atmosphere that determines to a large extent the impression the letter will make on the reader.

Just as an engaging personality makes an individual well liked, so does the letter with an engaging personality appeal to the reader. But if the letter be cut to the bone and confined to bare facts, there is little left through which the individuality of the writer can re-

veal itself. In fact, the net result is likely to be that a false personality is created.

Perhaps a good test to apply to a letter would be to ask ourselves this question: "Will my prospect, as he reads this letter, think of it as a letter, or will he think of it as a letter to him?" There's a difference. Highly concentrated foods will support life, but few if any people would deliberately select the food capsule. The polished letter might be likened to the capsule. It gives a full meal at one gulp, but the satisfaction that a full meal brings is conspicuously lacking.

The people to whom we write do not usually reason out these things. They read our letters, perhaps hurriedly and without conscious analysis, and they gather some sort of impression of the messages conveyed. What that impression will be depends upon how true the letter rings; how natural and easily it runs along; how its thought is expressed; and last but not least, how confidence-inspiring the letter is.

## Remy Electric Takes Over Klaxon Products

In line with the simplifying and consolidating policy of the General Motors Corporation, the manufacture of Klaxon products is to be transferred from Newark, N. J., to the Remy Electric Division of the General Motors organization, at Anderson, Ind. The Klaxon Company will be continued with offices at Detroit, and no changes in personnel or merchandising policy are contemplated at the present time. This change, by which the Remy company will handle sales of Klaxon equipment horns, gives this company a complete line of electrical equipment for automobile manufacturers.

## Texas Schools Appoint Dallas Agency

The Crook Advertising Agency, Dallas, Texas, has been appointed to direct the advertising of the following Texas schools: Trinity University, Waxahachie; Baylor College for Women, Belton; Terrill School, Dallas; and Meridian College, Meridian.

## With "The People's Home Journal"

Miss Ora Lamar has joined *The People's Home Journal*, New York, where she will be engaged in sales promotion and circulation work.

**4,500,000 families  
 Who eat advertised foods  
 Wear advertised clothes  
 Drive advertised automobiles  
 Use advertised tooth pastes  
 Wash with advertised soaps  
 Buy advertised furniture  
 And believe in advertised  
 Products  
 May be told and sold  
 Effectually and effectively  
 In the world's greatest  
 Advertising buy  
 The American Weekly Magazine**



# The American Weekly

A. J. KOBLER, Mgr.

1834 Broadway, New York

THE AMERICAN WEEKLY is distributed with the  
 following Sunday Newspapers:

New York—American  
 Boston—Advertiser  
 Washington—Herald  
 Atlanta—American  
 Syracuse—American  
 Rochester—American  
 Detroit—Times

Chicago—Herald and Examiner  
 Milwaukee—Telegram  
 Seattle—Post-Intelligencer  
 San Francisco—Examiner  
 Los Angeles—Examiner  
 Fort Worth—Record  
 Baltimore—American

"If you want to see the color of their money—use 'color'." A.J.K.

July 24, 1924

# From all over the Four days at **15,000 more**



## *Sold out of August True Story Magazines in:*

Asbury Park, N. J.  
Portland, Ore.  
New York City  
Collinsville, Ill.  
Asheville, N. C.  
Klamath Falls, Ore.

Atlantic City, N. J.  
Millville, N. J.  
Washington, D. C.  
Peoria, Ill.  
Wichita Falls, Tex.  
Waynesboro, Pa.

*United States  
after issue day.  
copies of August  
True Story  
WANTED!*

Hanover, Pa.	Sea Side, Ore.
Ithaca, N. Y.	St. Cloud, Minn.
El Dorado, Ark.	Spartanburg, S. C.
Gloucester, N. J.	Port Arthur, Canada
Easton, Pa.	Baker, Ore.
West Palm Beach, Fla.	Austin, Tex.
Quincy, Mass.	Canton, O.
Little Falls, Minn.	Everett, Wash.
Watertown, N. Y.	Greeley, Col.
Colon, Panama	Homestead, Pa.
Berwick, Pa.	St. Catherine's, Canada
Little Rock, Ark.	San Francisco, Cal.
Denison, Tex.	Elwood City, Pa.
Ketchikan, Canada	

Since this copy was written and plate made, on Friday, July 18, our total re-orders on August TRUE STORY have reached 18,825. Add these cities.

Cleveland, Ohio; Spokane, Washington; Kansas City, Missouri; Hot Springs, Arkansas; New Brunswick, New Jersey; Peekskill, New York; Portland, Maine; Pittsfield, Massachusetts; Louisville, Kentucky; Jacksonville, Florida; Poughkeepsie, New York.

# Modes & Manners



The shrewd advertiser takes care to analyze circulation lists from the standpoint of *prospect possibilities*.

*Modes & Manners'* circulation is composed exclusively of people who have been proved regular buyers of high grade merchandise.

The 250,000 readers of *Modes & Manners* are 250,000 prospects for your product advertised in *Modes & Manners* pages.

## THE STANDARD CORPORATION PUBLISHERS

CHICAGO      NEW YORK      PARIS

PATRICK F. BUCKLEY, Advertising Manager  
222 EAST SUPERIOR STREET, CHICAGO, ILLINOIS  
681 FIFTH AVENUE, NEW YORK, NEW YORK

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# Department Leasing by Department Stores

Meets Disapproval of Majority of Manufacturers and Store Owners

By Charles G. Muller

SINCE the war, and especially during the last two years, there has been an increased leasing of departments to individuals and syndicates by medium and smaller-size department stores in cities the size of Troy and Schenectady, N. Y., and Dayton and Lima, Ohio. Many store owners and managers have expressed themselves as highly pleased with the result of leasing departments which previously they themselves had run at a loss. They declare it is better to lease than to lose, for the rental is a sure profit. The majority of owners and managers, however, declare that departments should not be leased. Leasing is, in the opinion of the majority, a sign of inefficiency or laziness on the part of the store executives. If an individual can run the department profitably, they ask, why cannot the store?

As for the manufacturers' views, some favor leasing, but the majority fall in behind the majority of store owners in disapproving. Among the manufacturers who back the idea are those who own chains of leased departments throughout the country, which, they hold, give greater value because of group buying. On the other hand, those manufacturers who deal with individual stores declare the departments get greater value singly than in chains, because group buying brings the same style to Portland, Me., that it brings to Portland, Oreg.—a distribution that has proved unprofitable.

The history of department leasing, up to a few years ago, was a record of leasing only such highly specialized departments as the barber shop, beauty parlor and hair-goods sections, although some stores turned other sections over to outsiders. The old R. H. Macy

store, for example, had nothing to do with the glassware, crockery and similar departments, which were owned by the Straus family. Other stores, finding they could not make the millinery department pay, with its salesroom and workroom, leased that.

Of course there were exceptions to this record, as in the case of stores just entering the merchandising field. Lacking experience and capital, these stores leased many departments with the idea of taking them over as fast as possible. This plan was followed by a Milwaukee merchant who now leases but a few of the many departments he rented when he started his store. As he grew, he took over section after section. There were other cases where the store owner let an individual develop a new department rather than take the risk himself. But this was about the general limit of leasing before 1917.

## DEPARTMENT STORES CHANGE WITH THE TIMES

After the war came a change. The department store owner found himself facing increased competition from the specialty and chain stores. He found, in that expanded post-war period, that some manufacturers were more interested in the big accounts of chain departments than in the single department of the single store. The owner also found himself besieged by individuals and syndicates who wanted to rent space on his floors. Gradually he gave way before this pressure, and soon his leased departments included not only the barber shop, the beauty parlor and hair-goods, and millinery sections, but also the wallpaper, paint, house furnishings, phonograph, washing machine and sewing machine sections. And

July 24, 1924

today he finds that the list also includes the shoe section as well as what once was considered the very backbone of a department store—the coat and suit department.

So much for the condition. Is it a healthy one? Let us hear the opinion of retailers and manufacturers.

S. H. Ditchett, editor of the *Dry Goods Economist*, has received the written opinion of merchants and manufacturers from all parts of the United States on the leasing of departments.

"Those in favor of leasing," he told me, "declare that departments which were losses to them have been put on the credit side of the ledger by renting. Instead of a deficit each month, they now can credit the rent for the floor space, and there is no worry or trouble over the department. This is the view of men who have successfully leased.

"One Pennsylvania firm that has rented with satisfaction writes for its side of the question: 'Stores which are running certain departments at a loss or at an unsatisfactory profit are justified in leasing them to outside firms on favorable terms. We operated our millinery department at a loss for many years. Ten years ago we leased to an outside concern, and since then the results have been so satisfactory to us that we would not care to take over its operation again. We are inclined to look with favor on this development rather than to be disturbed by it.'

"But the majority of merchants oppose this development. In one form or another they say the same thing, that leasing is a sign of inefficiency or laziness on the part of the store owner or manager. If a department does not pay, it is up to the manager to work over it until he finds out why. The solution is not to turn his problem over to an outsider, the majority declares.

"The advantages which satisfy the merchant who leases, it is pointed out by the majority of store executives, are slight as com-

pared with the disadvantages which a careful study brings to light. The tenant is a disintegrating element in the store organization. His workers, hired and paid by him, appear to the customer to be part of the store force. When they offer poor service to the woman who buys in this department, she blames the store, and it loses prestige. Because the manager sees the department as giving a profit, he does not realize that it is indirectly the cause of a loss throughout the store.

#### DIVIDED AUTHORITY BREEDS ANTAGONISM

"Bolton S. Armstrong, president of the Mabley & Carew Company, Cincinnati, who was elected president of the National Retail Dry Goods Association at its annual convention in February, wrote me in part: 'The effect of carving out and segregating small units from the superintendence of the major control must of necessity divide authority, and is likely to breed antagonism, affecting the morale of the institution. The leasing of such units gives rise to public suspicion that the institution is incapable of handling an entire department store business, and that its managers are willing to resort to bazaar methods, forsaking the pride of merchandising stimulus found in legitimate, orderly trade.'

"It most certainly is something to be disturbed about," Mr. Ditchett went on, "when a store leases out its coat and suit department, the section which always has been the mainstay of department stores. One man I know recently found this department a dead loss. His styles were so out of date that the clothing stock which cost him \$20,000 was absolutely worthless. He could not get a cent for the clothing. He simply had to lease or go bankrupt—so he leased. That, it seems to me, was an admission by the merchant of failure not only in the coat and suit department but in the whole business.

"Often the leasing is done by old established stores whose owners are getting old and losing

MORNING PAPERS  
THE

GET ACTION  
SAME DAY

# The Dealer Was Disgusted!

A BIG dealer—and a close student of advertising—recently took on a highly specialized, nationally advertised line. He was sold completely on it; the copy, the layouts, the art work, were great—window displays and store tie-up stunning. Everything worked out beautifully until he received notice from the advertising agency that copy was scheduled for “such and such a” newspaper. Then he blew up.

The agency had selected a newspaper that he did not ordinarily advertise in—with whom his store had no identity—that he did not have an advertising investment in. Telegrams flashed back and forth—then the schedule was changed for copy to run in The Enquirer—and everybody is happy.

Space buyers that are watching Local advertising in The Enquirer are putting it on all National lists.

L. A. KLEIN  
New York  
Chicago

R. J. BIDWELL CO.  
742 Market Street  
San Francisco

*The*  
**CINCINNATI  
ENQUIRER**  
*One of the World's Greatest Newspapers*

some of their energy. Or, as in other cases, the father who built the business is out, and the son has not the same keen interest in keeping up the store's tradition.

"The consensus of opinion is against leasing, and it is a reflection on the ability of store owners that 70 per cent of the millinery departments throughout the United States is in the hands of tenants."

#### THE MILLINERY DEPARTMENT AS AN EXAMPLE

Because millinery is the department leased most often, I followed its problems as typical of the leasing problem as a whole. Incidentally, I found that the women's and children's shoes and the coat and suit sections were being rented more and more, for the same reason that millinery departments are leased. The main reason for renting is this. Styles in hats are changing more rapidly now than ever before in merchandising history, and the average merchant finds he cannot sell a full stock of one style before a new style comes in. Because he loses so much so quickly, he may decide that he knows too little about the line and turn it over to a syndicate which operates chains of leased departments.

These syndicates, which run sections in as many as 100 stores, thus form what is practically a chain of specialty shops, for although they submerge their identity in that of each department store, they nevertheless retain their own organization. And this organization, they claim, offers for the department which joins the chain distinct advantages which the department alone could not get.

This is what the syndicates claim: That the chain is able to get greater variety in popular priced and medium priced hats by distribution along the chain, giving each separate department the wider selection and greater exclusiveness which is demanded of good stores; that the syndicate gets lower prices because of the size of its orders; that its men are specialists and know more

about millinery than a department head is liable to know.

Therefore, say the syndicates, leasing of the millinery department is the best policy.

But the manufacturer who is not connected with a chain of departments flatly contradicts each single claim of the syndicates. Let me use the words of Mr. Rubinow, president of J. H. Rubinow, Inc., New York manufacturer of popular and medium priced hats. "First, the syndicate does give wider selection and greater exclusiveness to separate departments, but it gives these at the expense of the store's peculiar need. The variety is standardized. Worcester, Mass., gets the same wide variety as Houston, Tex., but the exclusive styles that are selling today in Worcester are not the same exclusive styles that are selling in Houston. Therefore, one of those two places gets a wide selection all right, but a useless one.

"Second, the syndicate does get a lower price—sometimes—from some manufacturers. But where the syndicate is able at one time to force down the price at the end of a season, it pays literally through the nose at another time when it comes begging in the middle of a season for someone to fill one of its unexpected orders. On top of this, it must add fifty cents to the price at which it sells each popular priced hat to its departments, to pay for the central organization overhead.

"Third, its men for the most part are not the specialists they think they are, for they certainly cannot know as much about local millinery conditions as the merchant who lives and does business in a town. There is no man who could have the intimate details of hat style demand at his finger tips for cities in every section of the United States. But what merchant cannot learn all about local style demand?

"Syndicate dealing is neither cheaper nor better than dealing between manufacturer and single departments. There is no need for the average merchant to get

# THE CIRCULATION INCREASE

of the

## BUTTERICK QUARTERLIES

warrants advancing the

### GUARANTEE

to

# 900,000

## BUTTERICK QUARTERLIES

*Ray G. Maxwell  
Manager*

July 24, 1924



## Lineage!

THE prevalent acceptance of mere lineage figures as an indication of a newspaper's value to the advertiser has brought about certain misconceptions in the semi-annual comparisons between this year and last year.

During the first six months of 1923 the Brooklyn Section of THE EVENING WORLD carried 610,134 lines of advertising. This section was abandoned because the advertising therein was printed at a rate incompatible with sound publishing. It made a good "lineage showing," but its usefulness ended right there.

Eliminating the obviously unfair comparison against this discontinued section, THE EVENING WORLD gained 45,894 lines of advertising during the first six months of the current year, instead of showing an apparent loss of 559,964 lines.

The Evening World

MALLS BUILDING      PULITZER BUILDING      GENERAL MOTORS BUILDING  
CHICAGO                   NEW YORK                   DETROIT  
SECURITIES BUILDING    CHANCERY BUILDING    TITLE INSURANCE BUILDING  
SEATTLE, WASH.           SAN FRANCISCO, CAL.           LOS ANGELES, CAL.



# Gains!

During the first six months of 1924:

## THE SUNDAY WORLD

Gained 111,854 Lines  
of Display Advertising

## THE MORNING WORLD

Gained 58,624 Lines  
of Display Advertising

These advertising gains have been accompanied by circulation increases which serve to place THE WORLD first among the newspapers of the city in influence, in the high quality of its readership and in its absolute necessity to the advertiser who seeks to cover Greater New York efficiently and economically.

**The**  **World**

MALLERS BUILDING  
CHICAGO

PULITZER BUILDING  
NEW YORK

GENERAL MOTORS BUILDING  
DETROIT

SECURITIES BUILDING  
SEATTLE, WASH.

CHANCERY BUILDING  
SAN FRANCISCO, CAL.

TITLE INSURANCE BUILDING  
LOS ANGELES, CAL.

caught with large stocks when styles change, if he carries a ready-to-wear line and deals direct with the manufacturer. I will give you an example.

"John Jones & Sons, of Cleveland, send me an order for twenty-five hats, which they will get from me for the same price as the biggest syndicate. They either describe exactly what they want or they write that they want the styles which are being worn in New York. I use my best knowledge to fill the order, and I send out the hats through the mail the same day. In another day they are on sale in Cleveland. John Jones & Sons have four or five days to find out whether the selection suits the Cleveland demand. If some of the hats do not sell, they can send them right back and get others like those which do sell. The syndicate department, on the contrary, takes and is stuck with whatever it gets from headquarters.

#### NO CHANCE OF BEING OVER-STOCKED

"John Jones & Sons stand no chance to lose by being overstocked, for they keep right abreast of the moment through the mail. They get the benefit of their local judgment and the manufacturer's national judgment. They do not have fifty cents tacked on each hat for organization overhead, either. And John Jones & Sons do not have to know everything about millinery to make their department a success when they do business in this manner. The ready-to-wear millinery section in direct touch with the manufacturer is the answer to the leased department question."

Though New York City has few stores which let out to individuals and syndicates, there are two or three operators of ready-to-wear coat and suit departments. A half dozen shoe sections are leased. One hair dressing company, with headquarters in New York City, has twenty-five branches and is seeking new business.

Shoe manufacturers and syndicates are not so aggressive, but they do not overlook a chance to

take on a new department, and they are finding their biggest field among ready-to-wear clothing stores that decide to take on one or two more lines.

Coat and suit department operators at present are leasing more new sections than are millinery or shoe department operators, mainly because they have sold their idea to the merchants. The coat and suit manufacturers themselves, however, are not leasing, and probably never will, because they are not as a rule of the business type which manages departments.

In the average leased department contract, the rental is on a percentage of gross sales, varying, according to the class of merchandise, from 5 per cent for millinery to 20 per cent for wallpaper. In the case of a flat rental, the cost is according to space plus a proration of all overhead expenses, such as delivery, building maintenance and accounting, etc. The operator pays for all fixtures, his clerks are passed on by the store manager, and his prices must be as low as, or lower than, those of competing stores.

The operator must submit his advertising copy to the store manager for approval. He must pay for all his own copy, but he gets the benefit of the special newspaper rates to the store. He also must pay prorata for the display heading under which his advertising is inserted, and his copy must conform to the policy of the store, as if the department were part of the store organization. The operator is bound by the average contract to put into advertising not less than 3 per cent of his net sales.

In all actions, the store retains a power of veto over the leased department. It has the final word on advertising, on employment of clerks, and on adherence to policy in matters of returned goods and special sales. The difficulty, however, comes in interpretation of the store's power, and many leased departments and stores have put each other on the rocks before they threshed out their disagreements.

# ROTOGRAVURE

Prints Perfect Pictures - the Universal Language

## *Human Interest Knows no Season*

D<sup>O</sup>G days or holidays, in sunshine or snow, interest never lags in rotogravure's news of human activities. Next December as today, rotogravure's timely pictures will depict world news of the moment—briefly,

but accurately, for those in haste, yet with a wealth of authentic detail to fill another's leisure hours. If there is a rotogravure section in your local paper, you will find it listed in company with the finest newspapers published in America.

Kimberly-Clark Company

Neenah, Wis.



Reprinted in part from a previous advertisement in response to numerous indications of unusual interest.

"AS YOU WOULD SEE IT IF YOU WERE THERE"

In the original advertisement this page is used for naming the newspapers to whom Kimberly-Clark Co. supplies Rotoplate, a perfect paper for Rotogravure printing. The list appears on page 4 of this insert.

Regularly appearing messages such as the above stimulate the family-group interest in Rotogravure.

Advertisers and advertising agencies will find many interesting things in our recently published book "Rotogravure — How and When to Use It." It is sent free on request. Address Kimberly-Clark Company, Neenah, Wisconsin.



## **Rotogravure Screen Greatly Enlarged**

Showing more clearly than words the reason for the beautiful soft effects in rotogravure. The rotogravure 150-line screen is almost invisible in the finished result because the action of acid in the etching process is so controlled as to permit the lines to be partly etched away so that the ink from one cell all but touches the ink in adjacent cells.

This enlargement was made from the clipping shown at left, taken from the regular run of a New York newspaper's rotogravure section and though greatly enlarged the screen refuses to open.

# **ROTOGRAVURE**

Prints *Perfect Pictures - the Universal Language*



## Half-Tone Screen Greatly Enlarged

This enlargement is from a coated paper proof of a newspaper screen half-tone—the actual copy size shown at right. The camera, in enlarging the small copy, has opened up the screen, making plain that the effects in half-tone printing depend upon clearly defined dots and spaces.

Note that in this half-tone enlargement the tone values are lost, while in the rotogravure example on opposite page the shading is retained.

Examples on these two pages taken from our recent book, "Rotogravure—How and When to Use It."

# ROTOGRAVURE

Prints *Perfect Pictures* - the Universal Language

This advertisement and the one on the preceding pages are published to promote public interest in Rotogravure and the papers which carry Rotogravure sections. Kimberly-Clark Company, Neenah, Wisconsin, manufacture Rotoplate, a perfect paper for Rotogravure printing, which is used by the following papers:

<b>City</b>	<b>Paper</b>	<b>City</b>	<b>Paper</b>
Albany, N. Y.	Knickerbocker Press	Minneapolis, Minn.	Journal
Asheville, N. C.	Citizen	Minneapolis, Minn.	Tribune
Atlanta, Ga.	Constitution	Nashville, Tenn.	Banner
Atlanta, Ga.	Journal	New Orleans, La.	Times-Picayune
Baltimore, Md.	Sun	Newark, N. J.	Call
Birmingham, Ala.	News	New York, N. Y.	Corriere D'America
Boston, Mass.	Herald	New York, N. Y.	Evening Post
Boston, Mass.	Traveler	New York, N. Y.	Forward
Brooklyn, N. Y.	Standard-Union	New York, N. Y.	Herald-Tribune
Buffalo, N. Y.	Courier	New York, N. Y.	Il Progresso
Buffalo, N. Y.	Express	New York, N. Y.	Morning Telegraph
Buffalo, N. Y.	Times	New York, N. Y.	Times
Chicago, Ill.	Daily News	New York, N. Y.	World
Cincinnati, Ohio	Commercial-Tribune	Omaha, Neb.	Bee
Cincinnati, Ohio	Enquirer	Omaha, Neb.	News
Cleveland, Ohio	News-Leader	Peoria, Ill.	Journal-Transcript
Cleveland, Ohio	Plain Dealer	Philadelphia, Pa.	Public Ledger
Denver, Colo.	Rocky Mt. News	Providence, R. I.	Journal
Des Moines, Iowa	Register	Rochester, N. Y.	Democrat-Chronicle
Detroit, Mich.	Free Press	St. Louis, Mo.	Globe-Democrat
Detroit, Mich.	News	St. Louis, Mo.	Post-Dispatch
Erie, Pa.	Dispatch-Herald	St. Paul, Minn.	Pioneer Press
Fort Wayne, Ind.	News-Sentinel	St. Paul, Minn.	Daily News
Hartford, Conn.	Courant	San Francisco, Cal.	Chronicle
Havana, Cuba	Diario de la Marina	Seattle, Wash.	Times
Houston, Texas	Chronicle	South Bend, Ind.	News-Times
Indianapolis, Ind.	Indianapolis Star	Springfield, Mass.	Republican
Kansas City, Mo.	Journal-Post	Syracuse, N. Y.	Herald
Los Angeles, Cal.	Times	Syracuse, N. Y.	Post-Standard
Louisville, Ky.	Courier-Journal	Washington, D. C.	Post
Memphis, Tenn.	Commercial Appeal	Washington, D. C.	Star
Mexico City, Mex.	El Universal	Waterbury, Conn.	Republican
Milwaukee, Wis.	Journal	Wichita, Kan.	Eagle

Intaglio printing is variously called gravure, photogravure, rotogravure, and similar names. There are many printing plants in the important cities of America equipped to supply rotogravure sections to newspapers. Complete information furnished on request.

# ROTOGRAVURE

Prints *Perfect Pictures - the Universal Language*

# More about Who Buys Most Goods by Mail

Women Remain in Lead, Naturally, But Men's Business Can Be Developed Further Than It Is

BOTSFORD-CONSTANTINE COMPANY  
PORTLAND, OREGON.

*Editor of PRINTERS' INK:*

Can you tell us where we may secure information, or have you ever published any articles, on the mail-order purchasing of men as compared with that of women?

If women are larger purchasers by mail than men what general classifications do the articles they buy come under? Or if men are the larger purchasers of goods by mail what classifications cover the largest part of their orders?

It seems to be a generally accepted fact that women are filling out coupons, writing for free booklets, etc., and responding to free offers more than men, but we do not recall seeing any tabulation of the comparative mail-order purchases and kinds of articles purchased by the two sexes.

BOTSFORD-CONSTANTINE COMPANY  
M. W. MANLY.

DURING the last few years the PRINTERS' INK Publications have considered several times, in one way or another, the question brought up by Mr. Manly. Nevertheless it is important and interesting enough to merit a brief general restatement here.

Men, as a class, are not good mail-order buyers. Women are. If it had not been for the women of America there would be no such outstanding concerns today as Montgomery Ward & Company, Sears, Roebuck & Company and the National Cloak & Suit Company. The men simply would have refused to do that kind of buying to any great extent.

We do not know of any tabulation covering the "comparative mail-order purchases and kinds of articles purchased by the two sexes." But if such figures were available they of course would show the men's purchases to be relatively negligible, except in certain sharply defined merchandise classifications.

It is difficult, for example, to sell men clothing, haberdashery articles, shoes and hats by mail. Considerable progress is being made along this line by leading

mail-order concerns and the volume of purchases by men is getting larger. The field is fruitful and promising enough to justify aggressive merchandising and of course it is going to be developed further on an increasingly profitable basis. But nobody expects it ever to reach or even approach the aggregate volume of wearing apparel sold to women by mail.

Men use the mails to buy strictly personal articles such as cigars, pipes and tobacco. Highly meritorious articles in these classifications are offered by certain concerns. Whenever men want to take the trouble to buy from them they usually can get good merchandise at a fair, or even relatively low, price. But an overwhelming majority do not want to take the trouble. And so there you are. A man may be induced to send an order for a pound of tobacco to Pete Moberly of Owensboro, Ky., whose story was told in the May, 1921 issue of PRINTERS' INK MONTHLY. But there is more or less delay to the transaction and quite a bit of work. The average man finds it much more convenient to drop into the corner cigar store and get a bag or a tin of his favorite blend and go on his way rejoicing. The transaction is a matter of only two or three minutes, where as the other may string out over a week.

Men are slow mail-order buyers for the same reason that makes them slow buyers of anything. A man will put off the purchase of a much needed hat until finally his wife threatens to refuse to let him in the house until he gets one. The reason is he hates to mess around with hats. He dislikes to expose himself to the eloquence of the salesman who wants to adorn his dome with something fitting his individual style of beauty.

A man was heard to remark

only the other day that he went into a men's furnishing goods store recently to buy a couple of neckties. He left without purchasing any. There were so many to select from that the operation struck him as being too much like work. He said he would try to get along with his present supply for a while.

This, as of course everybody knows, is why a department store usually has its men's furnishing goods on the first floor near the entrances. Men simply will not trail around through the upper regions in a department store looking for some shirts, neckties, collars or what not.

Women will. They will travel until they find what they want—which of course is good business and good sense. We are not trying to praise the men here but are merely seeking to give an accurate picture of their buying habits. Likewise women will take the trouble to read a mail-order presentation about a piece of merchandise and will, without complaint, go through the possibly tedious operation of ordering it by letter, sending the money in advance and waiting for the article to be delivered.

Here is another significant fact of which we are informed by leading mail-order dealers: A goodly proportion of the orders for men's goods are sent in by the women. The fact that a mail-order house may have a big business in men's goods must not be taken to mean that it has a corresponding number of men customers. If it were not for the women who are willing to do the work of ordering, and who even come close to enjoying it, the mail-order houses would sell much less merchandise to, or rather for, men.

On the other hand there are certain classifications of merchandise that a man would just as soon buy by mail as not, or even prefer to do so.

In a little Virginia village on the shore of Chesapeake Bay we have a friend who owns and operates a fleet of fishing boats. He also owns a large factory where he disposes of the thousands of tons

of menhaden which his boats bring in from off the Atlantic. The fish are crushed, the oil being used for various manufacturing purposes and the residue for poultry food and fertilizer.

Naturally our friend is interested in machinery, of which he buys much each year—also repair parts and accessories. Moreover, the overhead expenses of his boats during the fishing season run to a big sum each day. He has to buy large quantities of supplies of various kinds.

He is ninety miles from a railroad, and the fact that the public roads leading to his village run through the backwood districts of Virginia makes it difficult to reach him by automobile. A boat from Baltimore three times a week represents his only method of transportation aside from his own fleet. Therefore he is seldom if ever visited by traveling salesmen. In his office though is to be found a most elaborate collection of catalogues, some of them three or four years old, having to do with items in which he is interested. For one thing he saves every piece of advertising matter telling about second-hand machinery. He is a mail-order buyer developed to a high point so far as supplies for his business are concerned. But he never buys by mail anything for his personal use. He thinks it is too much trouble!

#### YES, MACHINERY WILL BE BOUGHT BY MAIL

Men will buy by mail machinery and other things they need in their business much as they will buy merchandise to sell. The farmer will buy harness by mail as is shown by the rapid growth of the Walsh Harness Company of Milwaukee, which has been built up entirely through farm-paper advertising, the use of a catalogue and a complete system of sales letters. The story of this company has been told in PRINTERS' INK. Farmers use the mails also to buy separators, electric lighting outfitts, tools and to a certain extent machinery.

The difference seems to be that when a man is buying a thing for

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## five and a half million people more than \$1,250,000,000 wages

paid annually by industrial plants alone, exclusive of retail business, fixed incomes and the professions, which add millions more.

Truly a market worth any distributor's attention---the Philadelphia Trading Area; richest territory in the United States. Complete coverage by one newspaper.

*Its Character Creates Confidence*

# THE NORTH AMERICAN

PHILADELPHIA

New York  
John B. Woodward  
110 E. 42nd St.

Chicago  
Woodward & Kelly  
300 N. Michigan Av.

THE OLDEST DAILY  
NEWSPAPER IN  
AMERICA — 1771

Detroit  
Woodward & Kelly R. J. Bidwell Co.  
400 Fine Arts Bldg. San Francisco  
742 Market St.

use in his business he easily can be led to regard the mails as a help rather than as an obstacle. But when he buys personal goods then the mail-order operation becomes work and something to be avoided by all means.

The masculine member of the so-called human race is a queer genus, of strangely contradictory habits, when it comes to buying. This is why women are, and will continue to be, the main outlet for mail-order effort.—[Ed. PRINTERS' INK.]

### Code Helps Dealers to Order by Telegraph

A TELEGRAPHIC code has been prepared by the Towle Manufacturing Company, Newburyport, Mass., silversmiths, for the purpose of making it easier for jewelers to order table silver by telegraph. The code is made up of a set of rules and abbreviations for the guidance of the trade, and, as it is applicable to the silver of any manufacturer, the whole industry can take advantage of its benefits.

Very often, in ordering his requirements, a jeweler will use two or three times the necessary number of words. Due to the variety of articles of varying quantities included in an order, these extra words instead of simplifying matters have complicated them. In addition, the longer telegrams have added to the cost of doing business.

The code was prepared by W. A. Kinsman, vice-president and general manager of the Towle company. It reduces the number of words and provides a systematic method of ordering which eliminates the confusion that has been such a source of trouble.

Under the classifications "Staple Dozens," "Fancy Dozens" and "Fancy Single Pieces" are listed all of the various articles of tableware in each group. Opposite each article is an abbreviated term to be used in ordering. For instance, in ordering a child's fork, spoon

and knife, the dealer uses the abbreviation "Childs 3 piece."

A four-page folder, which gives the code together with instructions as to its use, and a sample order, has been sent by the Towle company to its dealers. As the articles are standard items in the trade, any manufacturer is free to make use of the code.

### Barbers Advertise to Women in Co-operative Campaign

The Certified Barbers' Association, San Antonio, Tex., is using display newspaper advertising to draw trade to the shops of members who display "A Certified Shop." By stressing the idea that the women and girls are welcomed and given efficient and courteous service, these shops are making a bid for the patronage of women with bobbed hair. These advertisements deftly suggest that there is an atmosphere of refinement in the present-day barber shop of the better class.

### F. L. Wood with Florida Chamber of Commerce

Franklin L. Wood, for seven years representative in the Eastern territory for the Orange Judd Publishing Company, has been appointed executive secretary of the Lake County, Fla., Chamber of Commerce, the headquarters of which are located at Tavares. In addition to his other activities, Mr. Wood will direct the advertising of the chamber.

### St. Louis Office for Schaefer-Ross Company

The Schaefer-Ross Company, Inc., window display and direct advertising, Rochester, N. Y., has opened an office at St. Louis. Coleman R. Gray has been appointed manager. The territory under his direction will include Southern Illinois, Western Kentucky, including Louisville, and Eastern Missouri. Mr. Gray had been representing the Schaefer-Ross Company at Baltimore.

### Has Hall's Safe Account

The Hall's Safe Company, Cincinnati, manufacturer of safes and bank vaults, has placed its advertising account with The Joseph Schmidt Advertising Company, Cincinnati. Magazines and business papers will be used by this company.

### With Mount Royal Milling & Manufacturing Company

J. P. Kelly has joined the Mount Royal Milling & Manufacturing Company, Montreal, as sales manager. He had been with the Ronalds Advertising Agency, Ltd., also of Montreal.



## When a high executive says "No"

he often makes himself less accessible to personal selling.

But you can still put your sales arguments before him in the friendly atmosphere of his own magazine.

Your salesmen will profit — out of all proportion to the added cost of a campaign in

## THE NATION'S BUSINESS

Washington

155,000 Circulation (Member A.B.C.)

July 24, 1924



TWENTY-FIVE years ago both the automobile industry and the Automobile Trade Journal were in their infancy. The car shown above was a typical product of the period while the Journal was but little more than a pamphlet.

Since then the two have marched down through the years, growing, thriving, developing, in an unprecedented manner, until they have attained today's magnificent proportions —the one to become America's greatest manufacturing industry; the other to be the trade's most widely read publication.

And now, after a quarter of a century of achievement, these two events will be celebrated in November by the issuance of a

**SILVER ANNIVERSARY NUMBER**



THIS Silver Anniversary Number will be the greatest historical issue ever published by a trade paper. It will deal with the past of the industry, its growth, builders, products and accomplishments, and will contain interesting personal narratives by men who have been identified with the industry from its early days.

Profuse illustrations, art decorations and sections printed in silver and other colors on special stock will make it very attractive, pictorially.

Its historical value and beautiful appearance will cause this issue to be long retained and frequently consulted. Adequate representation in it is highly desirable. Detailed information on request.

AUTOMOBILE TRADE JOURNAL  
Chestnut and 56th Sts. Philadelphia

SILVER ANNIVERSARY NUMBER

# Butterfat Prices Reach High Mark

**M**INNESOTA farmers are being paid 45 to 48 cents per pound for butterfat, the highest price ever paid for butterfat at this time of the year.

During the month of June, 5,000,000 pounds of butter were shipped by Minnesota creameries to Eastern markets. Several hundred thousand pounds of Minnesota produced butterfat in addition to that amount were consumed in the form of whole milk, ice cream and cheese.

Seventy-six per cent of Minnesota's farmers sell dairy products to creameries, whole milk stations, ice cream factories and cheese factories.

**THE FARMER** is read by more of these dairy farmers than is any other farm paper in America.

Write for additional facts about Minnesota's farm market.

**THE FARMER**

Webb Publishing Co., Saint Paul, Minnesota

*The Northwest's Only Weekly Farm Paper*

Western Representatives:  
**STANDARD FARM PAPERS, Inc.**  
 Wallace C. Richardson, Mgr.  
 1100 Transportation Bldg.  
 Chicago



Eastern Representatives:  
**WALLACE C. RICHARDSON, Inc.**  
 85 Madison Ave.  
 New York City

*Largest Farm Circulation Covering the Northwest*

# Jim Henry Tries On the Brown Derby

And Explains What "Dermutation" Can Do for Sales

By William Cole Esty

JIM HENRY was in the office the other day, looking more chipper than I'd seen him for months.

"Well," said he, "Truly Warner tells me the straw hat season is here, but I'm waiting for the weather man to put his O. K. on it. In the meantime, I'm wearing my new brown derby. Sorry I left it on the rack outside."

He saw my puzzled look and added, "You knew I was awarded one, didn't you? No? Well, this'll tell you all about it."

He pulled out a copy of *PRINTERS' INK* for May 8, and pointed to an article by Silas Hopper.

"It's all in there. I get the brown derby for *Dermutation*, and Lambert gets one for *Halitosis*. You see, neither of these words is in the dictionary, and they're both pretty long. Too long for the public to understand, says the man who wrote the article. I shouldn't wonder. Dermutation is the same length as advertising, and almost as long as merchandising.

"And still, I don't know," Jim murmured reflectively as he took a chair. "Maybe there's another side to it. There usually is. Seems to me there's a real selling value now and then in stressing a word that isn't familiar to the public. Women are supposed to have a corner on curiosity, but you and I know better. The plain, familiar word gets inside a man's head safe enough, but nothing happens when it gets there. It just curls up and goes to sleep.

"So if I'd tackled the Dermutation job the way I started to, I'd probably have had my magazine-reading friends sleeping past their stations on the commuters' train. You see, I knew what I wanted to say: There I had a product that actually caused a surprising change in the structure of a man's

beard. Any beard, and with any kind of water—hot or cold, hard or soft. No need of hot towels or rubbing in, with Mennen's.

"I had to say all those things—but I had to say them in a different way from the next man. For I found in some of the competing advertising that every conceivable claim (including ours) was being chanted from the minaret towers to all good believers.

"Then I began to look for a single word that would say those things—so that I could start a campaign with a new style of ring tactics. But Messrs. Webster, Century, Funk & Wagnalls were out of stock. So I decided I'd have to make one myself. Now nobody ever accused me of being a classical scholar, but the word Dermutation has a fairly straight pedigree. It's about as close as you can express the actual change that takes place, in terms of Latin and Greek roots.

"Dermutation isn't the best word that ever happened," Jim Henry concluded. "Neither is Halitosis, probably. But they seem to know how to putter around the job, judging from the sales angle. Being a salesman, I just can't help being interested in results, even if I offend a few of the purists in English."

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## Made Advertising Manager, Columbian Mutual Life

W. L. Rawlings has been appointed advertising manager of the Columbian Mutual Life Assurance Society, Memphis, Tenn. He succeeds J. S. Michels.

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## San Francisco Agency Reorganizes

Young's Mail Advertising Agency, San Francisco, has been reorganized as Young's Advertising Agency. Robert B. Young continues as president.

# Nine Snapshots of Industrial Advertising Successes

Examples Drawn from the Five Divisions of American Industry—Power, Utilities, Construction, Mining and Manufacturing

By Bennett Chapple

Publicity Director, American Rolling Mill Company

THE industrial advertising man in America today is being called upon to serve every department of his industry, and his talents are being used to the fullest extent.

Getting down to the "brass tacks" of industrial advertising as more commonly understood, we find the five dimensions of American industry—power, utilities, construction, mining and manufacturing—each with its own interesting story of advertising success. I will briefly touch on one or two advertising achievements of the five divisions, that have come to my notice as illustrative of advertising success in each particular field:

## I

First comes the power field. Here are many outstanding advertisers. When the Westinghouse Electric & Manufacturing Co., of Pittsburgh, started out in the electrical field twenty years ago, it had to sell the idea of alternating current for electrical uses. Until its advent into the field, most electrical development had been along the line of direct current. Persistent advertising and effective demonstration showed to the world the need of alternating current for the fullest development of electrical uses, and a gigantic concern, employing 60,000 men, with sales over a quarter of a billion dollars each year, is the result of the early determination to develop and advertise the use of alternating current.

## II

Another illustration of com-

From an address before a meeting of industrial advertisers at the London Convention of the Associated Advertising Clubs of the World.

prehensive industrial advertising in the power field is that of the International Combustion Engineering Corporation, of New York City, which in a little more than ten years has become an outstanding figure in its field with associated companies in England, France, and Germany. In 1914, when this company began to advertise its stokers, it did not own a factory. Today it is one of the most successful concerns of its kind in the world. Accurate records have been kept, and these show that one-third of the sales is directly traceable to advertising, notwithstanding the fact that the average initial order is around \$15,000. The policy of this company has been to present its advertising points one at a time, so that they can be carefully investigated by engineers, and each individual point firmly impressed on the mind of the reader.

## III

An outstanding advertising campaign in the power field as represented by railways is that of the American Locomotive Company. Back in 1921 a great deal of interest was shown in the Rock Island long-type of locomotive. Double-page inserts were taken in the railway business papers to feature this particular type of locomotive, and out of it grew a series of advertisements under the title, "Showing the Way." In all of these advertisements the installations on the Rock Island Railroad were shown, and created much favorable comment. Following the success of this campaign, the company adopted the same plan in featuring the Union Pacific mountain-type locomotive in a series of advertisements printed under the



Metz B. Hayes, who has up to this time included the Macfadden Publications on his general list, will represent the Macfadden Publications exclusively in the New England territory, with offices in the Little Building, Boston, beginning August 15.

## MACFADDEN PUBLICATIONS, Inc.

*Macfadden Building, New York City*

*True Story  
Physical Culture  
True Romances*

*Metropolitan  
True Detective Mysteries  
Dance Lovers*

*Movie Weekly  
Dream World  
Muscle Builder*

*RADIO STORIES, first issue October*

general title, "On the Union Pacific." Railway officials considered the advertisements so explicit as to become a part of their permanent mechanical records.

## IV

Under the head of utilities, I have selected the advertising story of the International Steel Tie Company, of Cleveland, because it is a story of supreme faith and confidence in the power of industrial advertising at a time when the public utilities in the United States were at their lowest ebb. Notwithstanding the market was anything but favorable, this concern launched a campaign advertising steel ties, building the story around their ultimate economy. So interestingly was the appeal presented, they even sold ties during the slack period, and when business finally opened up, steel ties rapidly won their place in the market. This bears out the contention of many advertising men that there is really no slack period in the industrial advertising field.

## V

In the construction field, the Erie Steam Shovel Company, of Erie, Penn., a few years ago went confidently into the advertising pages of the construction and engineering magazines with a new idea—baby steam shovels. The construction world has long been familiar with the gigantic steam shovels, but this concern believed that there was a market for the small-size steam shovel. It was right. A well-planned campaign proved highly successful.

## VI

The fourth classification is mining. Here we find the story of the Jeffrey Manufacturing Company of Columbus, Ohio. More than forty years ago, when the Jeffrey product, a coal cutter, was placed on the market, the risks to life and limb in the coal-mining industry and the elimination of hand mining were the first consideration. The curtailment of immigration, which began in the year 1920 and steadily increased up to 1923, brought American in-

dustry face to face with a serious labor shortage. This presented another opportunity to the Jeffrey company, which, as one of the largest manufacturers of material-handling machinery, drove home in its advertisements the fact that the labor shortage could be met only with labor-saving devices. The campaign was very effective, because it sold a sound idea.

## VII

Manufacturing is the fifth classification. Under this heading two interesting stories have come to my notice. The first is that of The Bullard Machine Tool Company, of Bridgeport, Conn., which put on the market the first machine that would automatically plane, drill, turn, and mill a blank piece of steel into a finished part. The greatest perseverance was required, but faith in advertising never wavered. Then came an order from the largest automobile manufacturer in America for 200 machines at \$11,000 each, and the battle was won.

## VIII

The second story is that of the G. A. Gray Company, Cincinnati, which was the first to apply electricity to operate metal planers, where "pushing a button" would operate the levers with a fool-proof control. Its first announcement was made in full-page advertisements in the trade press. Although in a restricted field the idea was most successfully introduced by advertising.

## IX

There is another side to the manufacturing classification of industrial advertising which has to do with the advertising of raw products out of which things are fabricated. An example of this, which obviously comes to my mind, is the introduction of Armco-Ingots Iron a few years ago. The American Rolling Mill Company's advertising policy has been to build an Armco consciousness in the minds of the public, in order that the name Armco shall stand for a definite

Make a note!

The season will soon arrive when contracts will be made for printed matter which will be distributed next winter.

The success of this printed matter will, to a large extent, be determined by the printer who is selected to execute it.

You may think that the printers you have employed in the past are the best procurable. But are they?

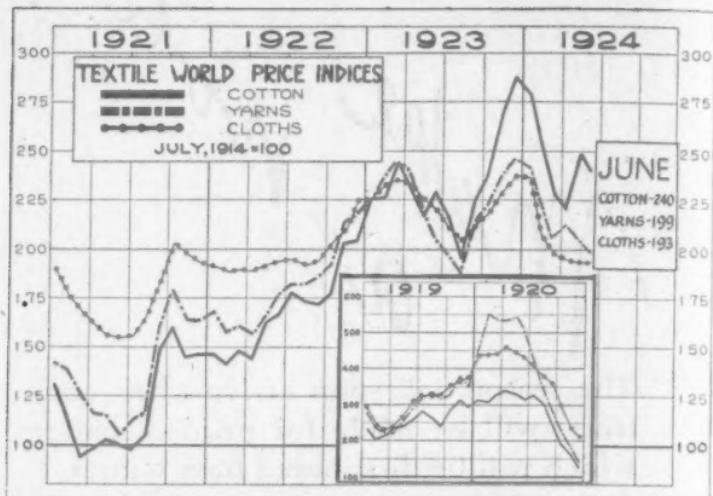
Would it not be well to introduce new blood into your direct advertising? Not only are we Good Printers, but we are planning extensive and comprehensive campaigns.

This is a good time to make a note of the Charles Francis Press. Why not keep this as a reminder?

## Charles Francis Press

461 Eighth Avenue Telephone Lackawanna 4300

Printing Crafts Building, New York



# This Chart May Be “Greek” to You

But it isn't to the readers of TEXTILE WORLD.

It is a sample of the character of service TEXTILE WORLD renders to readers and evidence of the high quality of reader appeal.

It has another significance to advertisers —the highly specialized nature of the textile industry which demands its own exclusive publications. No general ap-

proach can pay its own way in the textile field.

The Statistical Department of **TEXTILE WORLD** is a part of its editorial equipment.

It is the business of **TEXTILE WORLD'S** statistical editors to furnish readers with a form of market and business analysis which is so accurate, concise and clear that it can be the basis for determining immediate business policies and forecasting future tendencies.

That is a big contract, but it is exactly what **TEXTILE WORLD** is accomplishing.

We present it to you as one more reason why **TEXTILE WORLD** is so eminently qualified to carry your message to the men who count in the textile industry.

# Textile World

Audit Bureau of  
Circulations



Associated Business  
Papers, Inc.

**BRAGDON, LORD & NAGLE CO.**  
334 FOURTH AVENUE                    NEW YORK CITY

standard of quality in iron the same as Sterling stands for a standard of quality in silver. The result has been that hundreds of fabricators are featuring their use of Armco-Ingot Iron in their own advertising, and the phrase "Made of Armco-Ingot Iron" is known throughout the world.

### A Way to List Dealers in an Advertisement

EVERY manufacturer who has sought to list local dealers in newspaper advertising, invariably has realized the bothersome problem such listings always present.

In a big city the number of dealers is usually large. Their names and addresses take up one-third or more of the total space. That also means small type, the crowding of names and addresses, and this, in turn, militates against the names being read by the public.

The manufacturer doesn't like the looks of his advertisement; and the dealer feels he has a right to complain because his name and address are buried. And the result, therefore, is unsatisfactory to the national advertiser as well as to those he tries directly to benefit, his dealers.

But there are possibilities of solving this problem, and recently the Fox Furnace Company, maker of Sunbeam Furnaces, Elyria, Ohio, settled the question to its own satisfaction and to the satisfaction of its dealers. The advertisement in typography and layout was also attractive and readable. It was the first of a series of full-page announcements to appear in a Cleveland newspaper. And, according to the plan, the later advertisements will simply feature the dealer.

The greater part of the page, the centre, was an illustrated advertisement of the Sunbeam Furnace. Each of the fifty-eight dealers had a separate card-space announcement in the border of the advertisement. Instead of long columns of crowded type, fifty-

eight single-column advertisements surrounded the manufacturer's message. Each of these spaces carried not merely the dealer's name, address and telephone number but likewise two or three lines listing his lines of business; as, for example:

**THE CITY SHEET & METAL MFG. CO.**  
4711 Payne Ave.  
Sunbeam Furnaces  
Heating, Roofing, Plumbing  
Sheet Metal Work  
Randolph 126

The dealers are pleased because each had a distinct place on the page; at the same time, the manufacturer had more space in which to tell his own story.

### New York "Daily Mirror" Appoints J. M. Boyle

J. Mora Boyle has been appointed advertising manager of the New York *Daily Mirror*, according to an announcement made by E. M. Alexander, publisher. Mr. Boyle was formerly associated with the *Evening Telegram*, *Evening Post* and the *Evening World*, all of New York, in a similar capacity. For the last two and one-half years he has been advertising director of the Kansas City, Mo., *Journal* and *Post*.

### F. W. Nash with Merrill-Lynch

Frederick W. Nash, recently vice-president and general manager of the Grand Union Tea Company, Brooklyn, a subsidiary of the Jones Brothers Tea Company, has become associated with Merrill-Lynch & Company, investment bankers, New York.

### Imperial Steel Range Account for Fred M. Randall

The Imperial Steel Range Company, Cleveland, has placed its advertising account with The Fred M. Randall Company, Detroit advertising agency. Farm journals and mail-order publications are being used.

### E. T. Howard Agency Advances J. P. Daniel

J. P. Daniel has been appointed treasurer of the E. T. Howard Company, Inc., New York advertising agency. He succeeds J. B. Mehler, who has resigned.

### Death of William M. Warlick

William Macon Warlick, former publisher of the *Texas Presbyterian*, died recently at Dallas. He was sixty-four years old.

24, 1924

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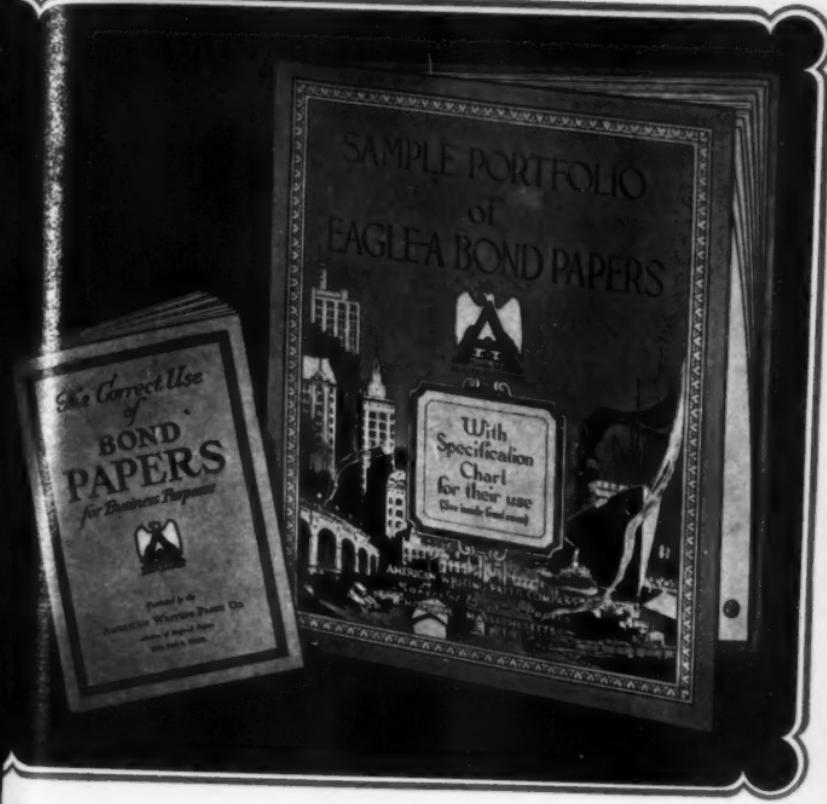
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THESE BOOKS and  
the Specification Chart  
*will help you buy—*

# *"The right paper for the purpose"— — at the right price !*

THESE books, and the chart, followed automatically, can make you a very capable buyer of bond paper. However, few men will be willing to accept any such guide without knowing first, is it needed; and second, is it reliable.

There is no commodity so widely used, running into such volume, about which the ultimate consumer is so inadequately informed.

Most men know that newspaper stock is not suitable for lettersheets. But where the selection should fall between this, and the finest all-rag bond paper produced, often remains a problem. Yet there are definite facts to guide you in the selection and creation of your letter heading.

## *"The Correct Use of BOND PAPERS for BUSINESS PURPOSES"*

The title itself, and the following excerpt from the opening paragraphs, outline the purpose of this book, now in its sixth edition.

"A large New York banking institution was recently about to order 10,000 copies of a certain office form when the question of paper came up. It was found that the paper used had been unsuitable in several respects. In the first place, the form had to be made out with several duplicates, and the paper would not take carbon copies properly. In the second place, both sides of the form had to be filled out, yet writing would show through from the other side. Finally, the cost was unnecessarily high.

## THE SPECIFICATION CHART OF BOND PAPER USES

Each of these nine grades of Eagle-A Bond Paper is produced on a volume basis, with all the resulting economy in manufacture and distribution.

Chief uses of paper in modern business

	The Controlling Factors in the use of all Bond Papers								
	PERMA-NENT	SEMIPER-MAMENT	TEMPO-RARY	Sulphite Papers					
	Coupon Bond	Agawam Bond	Persian Bond	Contract Bond	Airpost Bond	Chevron Bond	Acceptance Bond	Norman Bond	Telephone Bond
Letterheads	A1	1	2	2	3	3	3		
Invoices	A1	1	2	2	3	3	3		
Statements	A1	1	1	2	2	3	3		
Checks					1	2	3		
Drafts				1	2	3	3		
Notes				1	2	3	3		
Purchase Orders		1	1	2	2	3	3		
Contracts	A1	1	1	2	2	3	3		
Receipts				1	2	2	3		
Inter Dept. Letters						1	2	3	
File Copies							1	2	3
Acknowledgments				1		2	3		
Price Lists					1		1	2	3
Mortgages	A1	2	3	3					
Deeds	A1								
Stock Certificates	A1	2	3						
Polices	A1	2	3	3					
Inventory Forms				1	2	2	3		
Requisitions				1	2	2	3		
Mfg. Orders				1	2	2	3		
Receiving Reports						1	2	3	
Stock Reports					1	2	2	3	
Time Slips							1	2	3
Memo Slips							1	2	3
Reference Booklets						1	2	3	

### KEY TO ABOVE CHART

- A1—Extra First Choice    1—First Choice
- 2—Second Choice    3—Third Choice
- \*Recommended for Offset Lithography

Four factors are considered in the above classifications: (a) Appearance, (b) Long Life, (c) Printing qualities, (d) Probable handling (in office, in mail and at destination). First choice provides maximum protection; others a slight sacrifice of one or more of the factors.

## THE NINE EAGLE-A BOND PAPERS

With an Outline of their Characteristics and General Utility

**Coupon Bond**    *A strictly First Grade, Pole Loft Dried Paper, made from new white hand rags. Will retain strength and color indefinitely. Superbly impressive in appearance, with the "feel" and crackle found only in the very highest class of Bond Paper. Made in White and Six Colors.*

**Agawam Bond**    *A High Grade, Pole Loft Dried Paper, containing a very high percentage of the best new rags. Clear white in color, of impressive appearance, and designed for general use where a very substantial paper of extremely long life is desired. Made in White only.*

**Persian Bond**    *Pole Loft Dried Paper of High Rag-content, having much the appearance of higher grade bonds. A popular paper combining quality-appearance with moderate price. Will last for generations. Made in White and Three Colors.*

**Contract Bond**    *Pole Loft Dried Paper of substantial Rag-content with high factors of long life and resistance to wear; smooth finish, and particularly adapted to Offset Lithography. Made in White and Eight Colors.*

**Airpost Bond**    *Fennoo Loft Dried, Rag-content Paper with much of the strength and rich appearance of a higher grade paper. It combines Quality-Appeal and moderate price. Made in White and Six Colors.*

**Chevron Bond**    *Pole Loft Dried Rag-content Paper. Maximum Bond Paper opacity. Smooth finish. Especially adapted to high speed Offset Printing. Made in White only.*

**Acceptance Bond**    *Air Dried Rag-content Paper with a rich surface appearance, and clear white color. In great demand for large editions work on forms, circulars, letters, etc., because of its low price and wide range of colors. Made in White and Seven Colors.*

**Norman and Telephone Bond**    *are Sulphite Pulp Papers, recommended to be used for temporary purposes only. Made in White and a wide range of Colors adapted to Factory and Office Forms. Norman Bond is a No. 1 Sulphite Grade. Telephone Bond is a No. 2 Sulphite Grade.*

" \* \* \* \* In almost every case the form had been printed on the *wrong* paper. No analysis had been made of the factors of use which govern the selection of paper; the printer had not been consulted; the selection had been made arbitrarily."

## The "SAMPLE PORTFOLIO of EAGLE-A BOND PAPERS"

The present market offers bond papers at 126 different prices—

a wasteful and unjustifiable price range, possible only because papers have been purchased arbitrarily.

The American Writing Paper Co. formerly contributed 34 bond papers to this group. Now it has completed the task, begun five years ago of simplifying and standardizing the manufacture and distribution of bond papers into a complete and comprehensive line of Nine Bonds.

These Nine Eagle-A Bond Papers shown in the second book scientifically and economically cover the field of bond paper requirements. Each is produced on a volume basis and sold at a bed-rock price. With the Specification Chart as a guide, you can select the right paper. You can know it will carry the right price.

A copy of the Specification Chart is included with the books. These two books are a needed and reliable guide to good paper buying. We will be glad to send them upon your request.

Write for yours today.

AMERICAN WRITING PAPER COMPANY  
Makers of *Eagle-A* Bonds, Linens, Ledgers, Covers,  
Book Papers and Announcements  
Holyoke, Massachusetts

# EAGLE-A *Bond* PAPERS



This watermark identifies Eagle-A Bonds

## Free—A Course in Direct Mail Advertising

A set of twelve handbooks treating upon various phases of Direct Mail Advertising in relation to business problems. The material, representing a wealth of experience, constitutes a worthwhile reading course not only for workers in advertising but for those who supervise advertising work. The American Writing Paper Co., Holyoke, Mass. will gladly supply this set of informative and instructive handbooks without cost or obligation to those who ask for it.

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# This Is Not the Sales Manager's Job

Why Sales Managers Should Not Boss Collection Departments

By H. G. Willnus

Secretary, Intertype Corporation

IN the May issue of *PRINTERS' INK MONTHLY*, C. C. Casey submits what appears to be a very persuasive argument, the conclusion of which is that sales executives should boss collection departments. Mr. Casey goes so far as to say that not only should sales managers be responsible for collections but that they should be responsible for collection correspondence and that no collection letters should go out without the O. K. of the sales manager.

One of the sample "Sales Collection Letters" given by Mr. Casey contains the statement, "It is a sales manager's job to collect past-due accounts, but not many businesses give this job to the sales manager." I think that right here Mr. Casey gives the answer to his own argument. Why don't more concerns give the job of collecting accounts to the sales manager? Why do they have sales and collections as distinct divisions of the business? The reason why "many businesses do not give the job of collecting accounts to the sales manager" is because it won't work.

It is becoming that Mr. Casey be given credit for having scored a number of points against the manner in which some credit departments are run. However, just because a few arguments are advanced which are indicative of weaknesses in the credit policies of some concerns, it does not follow that the conclusions reached or the remedy offered are logical or practical.

"Surely it is the height of folly," says Mr. Casey, "to kill a \$4,000-a-year customer because he is past due on a forty-dollar invoice." Of course it is. It doesn't take a sales manager to see that. But it has not been proved that collection managers do kill good customers because of forty-dollar

invoices. It has merely been assumed.

In a recent issue of a New York newspaper appeared two articles under the following respective headlines: "Policeman Runs Wild, Clubs Three," "Says Cop Extorted \$400 from Him." Now then, because a policeman occasionally runs wild and clubs or shoots an innocent person I presume we should rush to the conclusion that all authority should be taken away from the entire police force. It is no doubt true that there are men collecting accounts and dispensing credit when they ought to be dispensing soda water. The answer is simple. Where a collection manager habitually uses "stuffed-club" letters or runs his department in a manner that impairs the profitable conduct of the enterprise, he should be replaced by a broad-minded executive who has grown beyond the departmental mind.

Naturally the task of collecting accounts is a difficult one. Many people are very sensitive on the subject of paying bills. The ability to collect accounts and retain good-will is an art requiring consummate tact and good judgment. The job requires delicate and careful treatment. It would be most surprising to find a mortal who can consistently measure up to this responsibility without occasionally making a mistake.

## AN EVER-WIDENING VIEWPOINT

The sales point of view is gradually creeping into every department of organized business. There was a time when it was undignified for banks to solicit business. Today they advertise in the daily newspapers. The sales point of view has percolated right down to the teller's window. Credit and collection managers have kept pace with this development, and it

follows that the sales idea is injected into their letters. More than that, the sales point of view finds its appropriate place in their personal dealings with customers. It manifests itself in the efforts of credit men to save an honest customer from the ignominy of bankruptcy. In hundreds of ways it could be shown what a prominent part the sales "slant" plays in the relations between credit men and customers.

#### .SEVERAL POINTS THAT ARE WORTH CONSIDERING

In nearly all concerns the collection manager is also the credit manager, so that if the sales manager were to be vested with authority over collections, he also would have charge of the extension of credit. That is to say, he would O. K. his own orders. Now, let us not forget that just as there are collection managers who drive away business by their methods, so also are there short-sighted sales managers who see nothing but a sale. Business standards must be sacrificed; credit terms must be arranged "to suit"; concessions of every description offered to "get the business," just because there waits at the counter a "would be" customer (perhaps a poor credit risk, besides) who is not inclined to do business with you except in his own way. To such a sales manager a sale is a sale; \$100,000 merchandise sold means just that, regardless of the fact that to sell that \$100,000 worth of merchandise, his company took a loss of \$15,000. It requires no stretch of the imagination to picture how far amuck some sales departments would run were they relieved of the counter balance which is exerted by the credit and collection department.

This is not an accusation against all sales managers. In a well-organized concern the sales department is headed by an executive who is interested not merely in making a sale but in *making profits*, and the credit and collection department is in charge of an executive who is interested in the same thing—running the business profitably. In a recent

issue of the *New York Sun* an official of a large insurance company is quoted as saying, "We've lost so much we've come to the point where we believe we can make more money by writing less business." Some sales managers might do well to paste that in their hats.

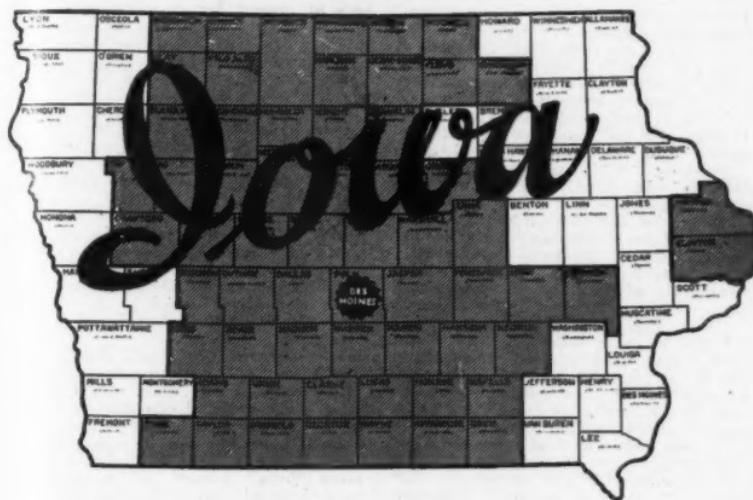
While credit and collection administration is not at all inimical to sales work, the two departments should be kept distinct. Experience has shown that in the scramble for business there is a temptation to "wink at slow accounts." Practices are allowed to creep in that often spell ultimate disaster wherever departments that should function with freedom are made subservient to the sales department's desire to make a record or beat the quota.

Again, when it is considered that frequently the sales manager's compensation is composed (in part at least) of commissions on sales (rather than *on profits*) there is a further temptation to accept doubtful business. Much of these evils can be avoided by placing the responsibility for the extension of credit and collection of accounts with a separate department—not answerable to the sales manager, but to the head of the business. The head of the business (not the sales manager) should decide whether his collection manager is needlessly killing good business. If so, it merely proves that he needs a new collection manager. It indicates that the job is being held by a department head instead of an executive.

The remedy is to replace that individual by a man with a sense of values, a well-balanced executive who has breadth of view.

Mr. Casey's argument emphasized the necessity of having the credit and collection job capably and efficiently filled. On this we agree. But why upset the business by giving to the sales manager a responsibility which manifestly is not his, and assigning him duties which will not only prove distasteful and irksome to him but which will distract his attention from the work he is paid to do?

# 61 out of 99



*The Des Moines Sunday Register*

**sells 130,000 Copies  
all over Iowa**

In sixty-one of Iowa's ninety-nine counties it has a larger circulation than any other Iowa Sunday newspaper. The Sunday Register leads in all of the shaded counties.

*Do we co-operate with  
advertisers?*

We're "your friend in Des Moines" and welcome an opportunity to help you solve your Iowa problems.

L. A. Klein, New York; Guy S. Osborn, Inc., Chicago; Jos. H. Scolaro, Detroit; C. A. Cour, St. Louis; R. J. Bidwell Company, San Francisco and Los Angeles.

July 24, 1924

## The Osculatory-Automotive Controversy Is Heightened

THE WORLD  
NEW YORK, July 18, 1924.

*Editor of PRINTERS' INK:*

The discussion in your columns concerning the plural of "bus" is interesting. Of course, *omnibus* is itself a plural and "bus" being the colloquial of *omnibus*, has from the sign of the dative become in itself a noun singular which must have a plural. If we use the word "abuse" in plural form it becomes "abuses," but the sound here is the long "u," whereas it is the short "u" in "bus." Therefore, to carry the short sound it is necessary to double the last consonant and spell it "busses" and certainly there is no possible way of confusing this with the osculatory "buss," a kiss. The general rule of doubling the final consonant for an affix would prevail here.

In line with this is the word "kidnap" which as a noun becomes "kidnapper," but which some newspapers insist on spelling "kidnaper," indicating a long "a" which does not belong to the word. The closest analogy to "bus" and "busses" would be the affirmative "yes" and "yeases" when used as a noun. One could hardly write "yeses" and expect to be understood. The reason for the double "s" in both cases is euphony which covers a multitude of sins. Yet if one were writing to an advertiser who prided himself on writing "buses," it would be just as well to spell it with a single "s."

It is not the number of "s's" which count in a "bus," but the number of passengers as it is not the number of "s's" which count in a "buss" so much as its strength and flavor.

THE WORLD,  
HENRY VARIAN.

CHICAGO, July 12, 1924.

*Editor of PRINTERS' INK:*

Having shared in the responsibility for the establishment of the form "buses" in this country through many years editorship of the oldest journal of the motor truck and bus industry, I was naturally much interested in Mr. Baird's letter in your issue of July 10. It has been gratifying, too, to see the growing use of the simpler and correct form on the part of manufacturers and magazine editors, while our newspapers persist in employing the doubled "s."

Correct orthography is more a matter of good usage than of authority, yet by either test the simple and natural plural, obtained by adding "es," is surely to be preferred. If one is more impressed by the sanction of good usage, he may take as his guides the English journals of the automotive and vehicle industries, the Oxford English dictionary, the Century dictionary, the Encyclopaedia Britannica, the English newspapers (which are safer guides than their American cousins), and the best American automotive publications. And if one demands authorities, certainly there are none better than these.

Strictly speaking, the form "busses" is incorrect and, moreover, confusing, as

it indicates, in fact, merely the plural form of the word "buss," which means "kiss." Its continued use by those who have the power to sustain the correct form is, in my opinion, inexcusable, and denotes either an ignorance of the word's origin or an indifference to and lack of respect for the dictates of good usage. Every careful copy writer and proof-reader will avoid the superfluous and misleading "s."

STANLEY ALBIN PHILLIPS.

NEW YORK, July 15, 1924.  
*Editor of PRINTERS' INK:*

You ask in your July 10 issue on page 114 "Do we hear an argument against 'Busses?'"—as the plural of the word bus.

You do.

My father's *pocket* dictionary published by Mason Brothers at 108-110 Duane St., New York City, in 1858 contains the word "Buss, a noun, kiss. Verb transitive, to kiss." It also contains the word "omnibus, noun, a large carriage."

A condensed edition of Webster published in 1911 contains the following: "Bus, noun, a shortened form of omnibus." The same edition has: "Omnibus, noun, a public four-wheeled (not four brakes!) carriage for passenger traffic." This edition of Webster also gives the noun "buss" defined as "a small two-masted vessel used in herring fishing."

Funk & Wagnall's Standard Dictionary 1923 on page 359 gives the plural of bus as either "busses" or "buses" but on page 360 defines "Buss" as "to kiss."

The Century edition of 1913 on page 731 gives "bus, an abbreviation of omnibus, a public street carriage" and on page 4106 defines "omnibus, a vehicle intended for all from the Latin omnibus, for all, dative plural of the word omnis—all."

Murray, 1884 on page 1201 gives "bus, a familiar shortening of omnibus, occasionally buss" and on page 1208 "buss, to kiss."

There is indeed a distinct and definite affinity between "buses." On any summer evening on Riverside Drive or Michigan Boulevard or between St. Paul and Minneapolis or any place where there is an omnibus route, you will find busses in the original sense of that good old English word.

Ask John A. Ritchie, President of the Chicago Motorbus Co., or John H. Livingston, Jr., who sells the advertising space in the Fifth Avenue coaches.

Those two are the best informed men in America on whether the plural word should be "busses" or "buses."

Sincerely yours, a subscriber since the time of Geo. P. Rowell.

J. A. B.

## Gerry S. Schreiner Joins J. Roland Kay

Gerry S. Schreiner has joined the J. Roland Kay Company, Chicago advertising agency, as art director. For the last three years he has conducted his own studio at Chicago.



## There Is No Dull Season In Washington

There are active and inactive periods in every line of business—in practically every city in the country. But in Washington there is, among other activities, the Government business, in which there is no let up—day after day and year after year—insuring a steady demand for those things which busy and well-paid people consume.

Washington offers a continuous and consistent market to commodities and luxuries.

The problem of covering Washington is simplified by the fact that THE STAR—Evening and Sunday—ALONE IS ALL SUFFICIENT.

**The Evening Star.**  
WITH SUNDAY MORNING EDITION  
WASHINGTON, D. C.

NEW YORK OFFICE  
Dan A. Carroll  
110 E. 48th Street

CHICAGO OFFICE  
J. E. Lutz  
Tower Building

July 24, 1924



FOR years the Cadillac Motor Car Company has devoted itself to making the finest and most dependable automobile that it is possible to build.

And as Cadillac's remarkable sales leadership proves, the great majority of buyers of the finer cars are convinced that the Cadillac *does* represent the standard of automobile quality.

Cadillac's chief advertising purpose, therefore, has been to give expression to the favor which owners and non-owners alike entertain for the Cadillac, and thus to extend its leadership.

It is Campbell-Ewald Company's pleasant privilege to have assisted Cadillac in the preparation of its advertising.

# CAMPBELL~EWALD

H. T. Ewald, Pres.  
E. St. Elmo Lewis, Vice Pres.      Guy C. Brown, Sec'y  
J. Fred Woodruff, Treas. & Gen'l Mgr.



The Campbell-Ewald organization of 160 people, with financial and physical facilities of the largest advertising organization between New York and Chicago, and a volume of business placing it among the first ten agencies in the country, is at your service to handle large or small accounts. At any time, anywhere, we'll be glad to talk with you. There will be no obligation on either side.



## Advertising Well Directed



# COMPANY *Advertising*

General Offices, Detroit, Michigan

New York  
Chicago

Dayton  
Toronto

San Francisco  
Los Angeles



# Making Advertising Lineage History In Birmingham

THE Birmingham News continues to make advertising lineage history. Figures for the first six months of 1924 reveal the interesting fact that Local and Total Lineage are both ahead of 1920 figures—the peak year. The News is certainly stepping along—demonstrating more forcibly all the time that Birmingham is a one-paper town. Look at these figures for the first half of 1924:

	NEWS	AGE-HERALD	POST
Local	5,682,656	2,982,336	1,170,806
Classified	889,308	593,992	103,866
National	1,443,376	684,082	300,104
TOTAL	8,015,340	4,260,410	1,574,776

NET PAID CIRCULATION  
GREATER THAN

DAILY  
77,000

SUNDAY  
87,000

## The Birmingham News

THE SOUTH'S GREATEST NEWSPAPER

NATIONAL REPRESENTATIVES

KELLY-SMITH CO.  
New York

J. C. HARRIS, Jr.  
Atlanta

KELLY-SMITH CO.  
Chicago

# What Canada's New Copyright Law Means to Advertisers

An Opinion Obtained from a United States Government Official

## *Special Washington Correspondence*

BECAUSE the Canadian Copyright Act of 1921, which went into effect January 1, 1924, does not expressly include advertising material of any kind in the schedule of copyrightable works, there appears to be a great deal of confusion in the minds of advertisers as to how they can protect their advertising copy and artwork across the Northern border.

The question as to whether or not a piece of advertising material is entitled to protection under the Act depends upon the construction which will be given to the provisions of the Act and upon doctrines established by the courts. But court decisions on this point, so far, have been contradictory, and no definite rule seems to have been established as to the nature of advertising material which is entitled to Canadian copyright protection.

Printing requirements of the old law also complicate the matter, and recently the entire problem of copyright in Canada was placed before the Patent and Trade-Mark Section, of the Bureau of Foreign and Domestic Commerce, for solution. After several days of research, Bernard A. Kosicki, chief of the section, compiled a report especially for PRINTERS' INK, and, in commenting on the present confusion and problems, this report offers the following solution:

"Only those works are entitled to copyright which are distinct intellectual creations possessing literary or artistic merit and valuable for these reasons. Where the work is known as having no other purpose than simply one of utility, it cannot be made the subject of copyright. The terms of the Canadian Copyright Act relating to copyrightable works are quite broad, however, and advertising matter possessing literary or artistic properties could probably be included within these terms."

"The previous copyright law in Canada, contained in revised statutes of 1906, chapter 70, required that the copyrighted work be printed and published or produced in Canada within one month after publication or production elsewhere. No such requirement is contained in the copyright act of 1921. Works published in the United States and copyrighted in Canada may be imported into that country, provided only that such importation does not interfere with the rights of a Canadian licensee reproducing the work under contract with the proprietor of a copyright.

"The omission of the compulsory printing requirement is, in part, counteracted by the provisions made for the issue of license to persons desiring to produce a work in Canada upon a royalty basis.

## THE INTENT OF THIS PROVISION

"The obvious intent of these provisions, however, is to afford opportunity to Canadian publishers for the reproduction of literary works published for profit. Where the work is not intended for sale and its value lies primarily in its use for advertising purposes, it would not be profitable for any person to demand a license for the reproduction of such matter in Canada.

"It seems clear, therefore, that in so far as copyrighted advertising matter is concerned, there is no restriction in the present Canadian Copyright Act against the printing or reproduction of such matter in the United States and the importation of such matter into Canada, nor will the Canadian copyright be invalidated for this reason.

"The rights and privileges of the Canadian Copyright Act of 1921 are extended to Americans through a reciprocal arrangement entered into between the United

States and Canada. Advertisers desiring to obtain copyright protection for their advertising matter should, therefore, comply with the provisions of the Canadian Copyright Act through registration and publication of the proper notice on their works."

The report also emphasizes that American manufacturers frequently overlook the fact that Canadian copyright cannot be granted on a work which is designed substantially to serve some useful purpose. It states that this principle of copyright law is often confused with the protection of labels, trade-marks and designs, which protection is derived from the common law and from statutes governing these forms of property, and not from the copyright law. In treating this phase of the subject, it continues:

"Labels, trade-marks and various trade designations, used upon or in immediate connection with merchandise for the purpose of distinguishing and indicating the origin of such merchandise, cannot be made subjects of a copyright. Industrial designs, serving purposes of utility or convenience, are not copyrightable. Adequate provision for the protection of such property is contained in the Canadian Trade-Marks and Designs Act."

In Canada, as well as in this country, the advertiser may frequently find prompt and satisfactory redress against the imitation of his materials and methods by action under the common law. The report makes a special point of this, and explains the basis of such protection, as follows:

"Notwithstanding that a copyright may be refused on certain advertising matter, the advertiser is not deprived of protection against the fraudulent use of his advertising for the purpose of deceiving purchasers. The sole object of advertising is to sell goods. If a competitor, for the purpose of profiting by the goodwill of an advertiser, simulates his advertising matter to such an extent that deception or fraud is probable, such an act can be en-

joined as an act of unfair competition.

"In Canada, unfair competition in trade is not confined to the imitation of a label or the deceptive simulation of a trade-mark. It is quite conceivable that an advertisement may be devoid of copyrightable material and yet possess distinctive elements which clearly associate it in the purchaser's mind with the advertiser's goods. If such an advertisement is used by another for the purpose of passing off his goods as those of the original advertiser, the advertiser has a legal remedy apart from the copyright law. He may obtain equitable relief by an injunction against the unfair use of his advertisement."

### Communities Should Sell Home Market First

"One of the things which some of our American community advertisers have failed to understand is the necessity of building the local feeling first," said Charles F. Hatfield, president of the community advertising department of the Associated Advertising Clubs of the World in an address before the London Convention of that organization.

"Advertising," he continued, "has two circles, one at home, and one away from home. If the home market is not sold it is more difficult to sell those whom you desire to attract to your community." The subject, according to Mr. Hatfield, is receiving more and more attention and during the last year efforts have been made in many localities to sell communities to themselves.

### Long-Eakins Registers "Crispettes" Trade-Mark

The Long-Eakins Company, Springfield, Ohio, manufacturer of the Crispette pop-corn machine, has made application for registration of its trade-mark, "Crispettes," which the company has used on candied pop-corn made by its machines since March, 1910, and which it has advertised since that time.

### Appoint Frost, Landis & Kohn

The Winchester, Ky., *Sun* and the Visalia, Calif., *Delta* have appointed Frost, Landis & Kohn, publishers' representatives, New York, as their national advertising representatives.

### Theodore C. Camp Dead

Theodore C. Camp, vice-president of the Lanston Monotype Company, Philadelphia, died at that city last week. He was sixty-eight years old.

Type is versatile. It can scream, talk or whisper. It can entice the eye or befuddle it. It can be evening clothes, knickers or jumpers. It can say "splendid," "honest" or "beware." Q Bundscho knows how to use it.



J. M. BUNDSCO, INC.  
*Advertising Typographers*

58 E. WASHINGTON • 10 E. PEARSON  
CHICAGO

HERE TYPE CAN SERVE YOU

# Advertising Can "Unsell" What It Previously Sold

Newspaper Space Used in Los Angeles to Urge Residents to "Save Electricity to Save the Crops"

DURING the winter of 1923-24 there was an exceptionally light rainfall in California. Electric power in that State is generated largely through hydro-electric plants. The result was a shortage of electric power. This shortage placed agriculture in a precarious position, for it was with difficulty that the proper amount of power was secured to pump irrigation water from the lowest level it had reached in years.

Two of California's best known advertisers were vitally concerned—the California Fruit Growers Exchange and the California Walnut Growers Association. When these two successful advertisers learned that the power problem could be solved only if enough electricity were conserved in the city of Los Angeles to make up the shortage in the rural districts—about 25 per cent—they turned to paid newspaper space for the solution.

Although those responsible for the campaign seem to be under the impression that this idea of using advertising to "unsell" what it previously sold is a new one, it is interesting to know that PRINTERS' INK has carried several articles in which similar campaigns were described.

But to return to Los Angeles and the grower's associations. Copy, averaging 700 lines over four columns, was inserted in Los Angeles dailies. It "unsold" the local

population as effectively as Sunkist advertising is selling oranges and lemons. Of course, the campaign was designed to cause only a temporary decrease in the consumption



## Two People to One Light —it can be done quite easily and will help Farmers Save Their Crops!

### 8 Ways You Can Save Electricity In Your Home

1. Use electric lights more sparingly. Don't sit in front of them all day.
2. Use smaller bulbs whenever possible.
3. Unplug unused lamps and other electrical equipment when not in use.
4. Group lights together when one receptacle is used for more than one lamp.
5. Turn off lights or even turn them off entirely when you leave home.
6. Turn off lights when you are not using them.
7. Turn off lights when you are not using them.
8. Turn off lights when you are not using them.

### Prevent These Savings in Your Home

1. Don't turn off lights when you leave the room.
2. Don't turn off lights when you are not using them.
3. Don't turn off lights when you are not using them.
4. Don't turn off lights when you are not using them.
5. Don't turn off lights when you are not using them.
6. Don't turn off lights when you are not using them.

THAT big table lamp with three lights going gives light enough for two to read—why burn an extra one at extra cost to you?

That one light turned out in many homes will help thousands of farmers.

They are hardly—do you need as much?

We know that public opinion and people will respond to this request.

It is a chance for you to help in a cause that you will want to serve.

It is your duty, your privilege and it is really right to do the farmer now.

The reason is this:

Southern California agriculture depends to a large extent on electric power for irrigation. A cut of 25 per cent in the use of this power cannot be made by agriculture without serious damage to irrigation systems and loss of crops through lack of water.

Because of light winter rains, there is little moisture stored in the soil this year and more than the usual amount of irrigation is therefore needed. Water drawn down by gravity from our mountain water sheds is also scarce, necessitating the use of pumping. As a result, the below-ground surface of the water has dropped so that our wells must go deeper and therefore require more electricity for pumping.

Farm production in Southern California with an estimated value of one hundred and eighty million dollars, is in grave danger if this electric current cannot be put back into irrigation water cannot be supplied.

The undersigned Growers Associations, representing 14,000 families, appeal to the public spirit of the people of Los Angeles to use every possible economy in the use of electricity so that the power may be supplied to agricultural production when it is needed. Your co-operation is needed.

California Fruit Growers Exchange  
California Walnut Growers Association

## Save Electricity to Save the Crops

COPY THAT GAVE ELECTRIC LIGHT USERS REASONS ON WHY ELECTRICITY SHOULD BE CONSERVED

of electricity.

While the conservation of power used by industrial plants, electric railways and so on, together with a cut in street lighting was undoubtedly responsible for much of the saving which was effected almost immediately, nevertheless it is definitely known that the campaign started people talking and practically all willingly cut down their use of electricity.

## J. W. Baker Heads New York Press Association

John W. Baker, general manager, Ithaca *Journal-News*, was elected president of the New York Press Association at its seventy-second annual convention, held recently at Alexandria Bay, N. Y. A new constitution was adopted at this convention. It provides that newspapers and periodicals of New York State published not less than once a month shall be eligible for active membership, and that associate membership shall be limited to newspaper workers, retired publishers and others in closely allied industries.

Another section of the constitution provides, beginning with 1925, for holding the annual meeting in February rather than in summer, and also for a summer outing in June or July.

Jay W. Shaw, field secretary, reported an increase in the active membership from 172 to 210. The associate membership, which was fifty-five, now numbers forty-nine.

## Rufus T. French Dead

Rufus T. French, head of Rufus French, Inc., magazine publishers' representatives, died at New York on July 21 at the age of forty-three.

Mr. French had been engaged in the magazine advertising field for twenty-seven years. At the age of twenty-one he was Western advertising manager of *Scribner's*.

Later he became associated with the *All-Sunday Magazines* at Chicago. In 1917 he joined the staff of Paul Block, publishers' representatives, at New York, doing special sales and promotion work. Later he formed the firm of Rufus French, Inc. His company is the advertising representative of the Brewster Publications, *Elks Magazine* and *Fashionable Dress*.

He was at one time a part owner of *Outing*, New York.

## "Cement and Engineering News" Appointments

Harry E. Roden, New York, has been appointed Eastern representative of *Cement and Engineering News*, Chicago.

Samuel H. Jaffee, Cincinnati, has been appointed representative of this publication for the State of Ohio.

## L. L. Leverich Leaving Columbia Phonograph

Lester L. Leverich, for the last five years advertising manager of the Columbia Phonograph Company, Inc., New York, has resigned. His resignation is effective as of July 31.

## Joins Rickard Agency

Theodore Malcolm, recently with the McGraw-Hill Company, Inc., New York, has joined the staff of Rickard and Company, Inc., also of that city.

# Where the Rate Card Ends

A cautious  
announcement  
of a  
Merchandising  
Service

THE NEWS  
*New York's Picture Newspaper*

—next  
page.

# Where the Rate Card Gets Its Name

**A**N AGENCY representative is speaking to a News solicitor in the former's office:

"What circulation have you got now?"

"Over eight hundred thousand. The rates are based on 750,000."

"That's fair enough. Now how about a little co-operation?"

"How little do you want?"

"Well, we have a questionnaire here to feel out the field. Only about thirty-seven questions. Calls on five hundred dealers will be about right, and it's very important that we get this dope by next Wednesday."

"I see," says the News solicitor.

"Then we'd like to have you send out a letter and a broadside to all the prospective dealers in New York, and let us have some men to make calls with our client's salesmen. Now we've also got a window trim that's a wow. You might put in a couple of thousand for us."

The News solicitor somehow conveys to the agency representative the fact that The News is not in a position to satisfy his requests. Often the agency representative protests that some other newspaper in New York has done or is willing to do the things he asks. Then the News solicitor must usually begin to sell him all over again the fact that our business is limited solely to furnishing white space at the lowest rate in the paper that has the largest daily



circulation in America—and let go at that.

\* \* \*

**I**T IS a curious inconsistency that the advertiser, who has mainly been responsible for stopping the publisher from getting subscriptions by giving premiums, should insist that the publisher give all sorts of premiums to get advertising.

The A. B. C. report is a definitely inflexible statement that has greatly discouraged the ancient practice of getting readers by giving parlour clocks, dishes, magazine subscriptions, armchairs, library sets, paintings, real estate, trips to somewhere, fountain pens, admissions to the County Fair, life insurance

*and finds*

## A cautious announcement of a Merchandising Service

cycles, chances to win a goat or a reputation.

But a rate card, although it is prepared in the four A form and reads plainly "per agate line" is sometimes assumed by advertisers to include copy and art service, plates, mats, mortgages on the front page, research, trade surveys, route lists, sales work, direct mail, window trimming, posters and counter displays, and free passes to a dog show.

*All or any of these items are occasionally requested by the advertiser as "co-operation." And the mention of "merchandising service" on the part of the publisher is sometimes interpreted as an admission of altruism.*

The News does not give such forms of "co-operation." We find it difficult enough to somehow run a newspaper without carrying on various side lines and perquisites. We limit our co-operation to getting out the best possible paper we can, to giving the most circulation at the lowest possible rate and to taking care of all advertisers impartially.

Some newspapers do give many of the extras mentioned above. Many advertisers forget that it is impossible to get something for nothing—even from a publisher. These extras are frequently covered by a rate that includes them as well as white space and circulation.

**WE ARE now giving to some national advertisers a cautious, conservative and limited form of merchandising service."**

This service consists of the services of three men—two actively and one in an advisory capacity. One of these men has had several years' experience with merchandising and merchandising campaigns. He has written merchandising plans, and sometimes helped to carry them out. He knows something of this market. Out of his experiences he remembers chiefly the mistakes that were made, the precautions that were not taken, oversights in the product, prices, selling methods, and advertising.

The second man, who is actively



in charge of this work, has had a splendid education in economics and business practice, some selling experience, some merchandising experience and an exhaustive acquaintance with the New York City market, gained chiefly by making on foot a

July 24, 1924

census of retail stores in all parts of the city over a period of five months. He knows something of market analysis, distribution and selling methods, and advertising.

The third man has been a specialty salesman and trade investigator.

There is no impressive field force. We believe that the only worthwhile merchandising service we can give is our knowledge, experience, and judgment, and not cheap foot work, mechanical motions, routine activities! We do not believe in duplicating the advertiser's own efforts in selling the market, nor in furnishing subsidiaries to a sales campaign.

We will not make hundreds of calls on retailers to get information on questionnaires that are often involved and darkly mysterious. If you want trade information on New York City and as an advertiser are entitled to it, we will try to supply it if we are able. State your problem fully and tell what you want to know. Don't send an elaborate questionnaire and demand a certain quota of calls on the promise of hypothetical campaigns from dark horse advertisers.

We will not sell goods for anybody.

We will not furnish or mail broadsides, form letters, or window posters, nor distribute, book orders or check up on window displays.

BUT to an advertiser who will expend what in our judgment is the proper amount of effort to achieve

the end he has in mind in this market—and who will place with us adequate contract for space in The News, we will try to do the following things:

- (1) Ascertain and advise on market conditions.
- (2) Help to plan or advise on selling campaigns.
- (3) Furnish comprehensive district maps that show the purchasing power, density and type of population.
- (4) Arrange introductions to jobbers, brokers, or make jobbing connections.
- (5) Loan route lists for the use of the advertiser's salesmen.
- (6) Address sales meetings and make sufficient calls with salesmen to show them how to merchandise the advertising.
- (7) Check up on sales work.

\* \* \*

**T**HUS FAR, what we call Merchandising Service has been very successful. We believe it is worthwhile, and so do some of the advertisers who have experienced it. It does not increase our cost of doing business or compel us to charge a higher rate. We will maintain it as long as we can help the advertiser get more business in New York, avoid mistakes or expense; and if it will bring more advertisers for The News, we will not maintain it as a premium to be bought instead of the medium.

Requests for this sort of service from present or prospective advertisers in The News are invited.

*Have you read TELL IT TO SWEENEY? This series has been issued in folder form. Write for it!*

# THE NEWS

New York's Picture Newspaper

25 Park Pl., New York      7 S. Dearborn St., Chicago

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July 24, 1924

PRINTERS' INK

New York

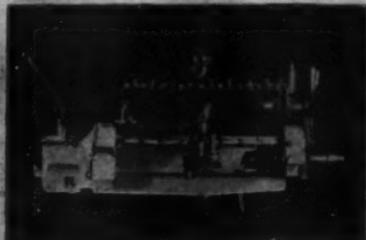
Cleveland

Toledo

# MacMANUS

*Incorporated*  
*Detroit*

ONLY PACKARD CAN BUILD A PACKARD



## SIMPLICITY

One cylinder block	One place to lubricate
One exhaust manifolds	Two fewer connections
One engine mounted	Lighter weight
One efficient pump and radiator	No drive belt
One water pump	Vibration free
One flywheel and clutch	Low cylinder cost

## ACCESSIBLE

Clutch	Batteries
Valves	Discbrakes
Piston and piston	Compressor
Generator	Oil pump assembly

THE  
WORLD  
CHAMPION  
CAR

## PACKARD EIGHT

Identified in a most impressive manner with such notable and outstanding advertising successes as: Hupmobile, Packard, the good Maxwell, the Chrysler Six, Fisher Bodies, Champion Spark Plugs, Gabriel Snubbers, Lockheed Brakes, Sewell Cushion Wheels, Wayne Tanks and Pumps, Garland Stoves & Furnaces, Ypsilanti Reed Furniture, Capitol Boilers, Kelvinator Electric Refrigeration, Humphrey Radiantfires, Wayne Water Softeners, Honeywell Heat Regulators, Osborn Brushes, Clauss Cutlery, Whitman & Barnes Twist Drills and Reamers, James Valves, Champion Switches, Jeffery-Dewitt Insulators and others.



July 24, 1924

# The Mighty Army

SIXTEEN BILLION  
*They Command*

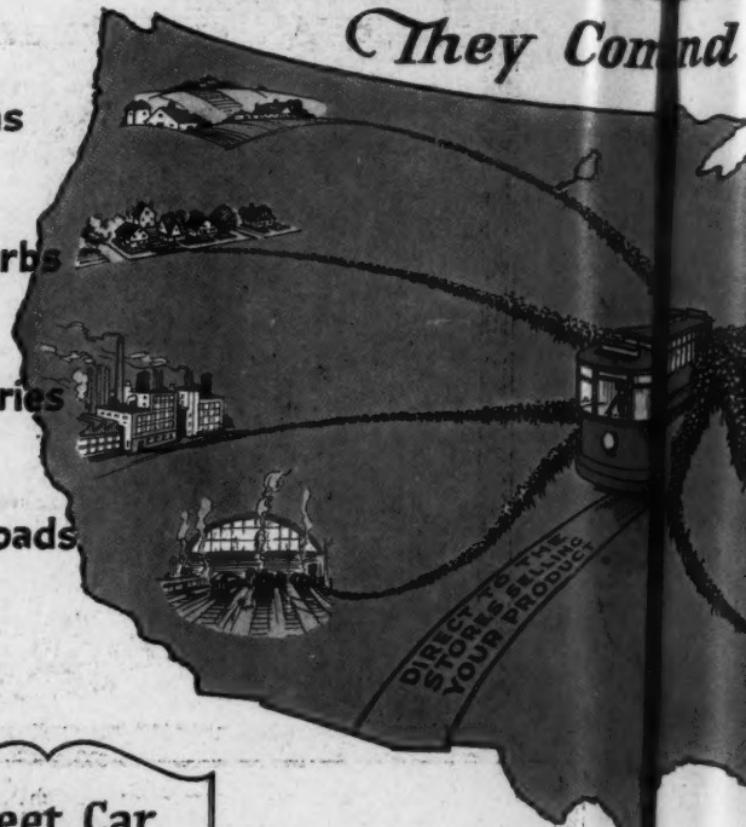
Farms

Suburbs

Factories

Railroads

Street Car  
Advertising  
is the last  
word with the  
shopper

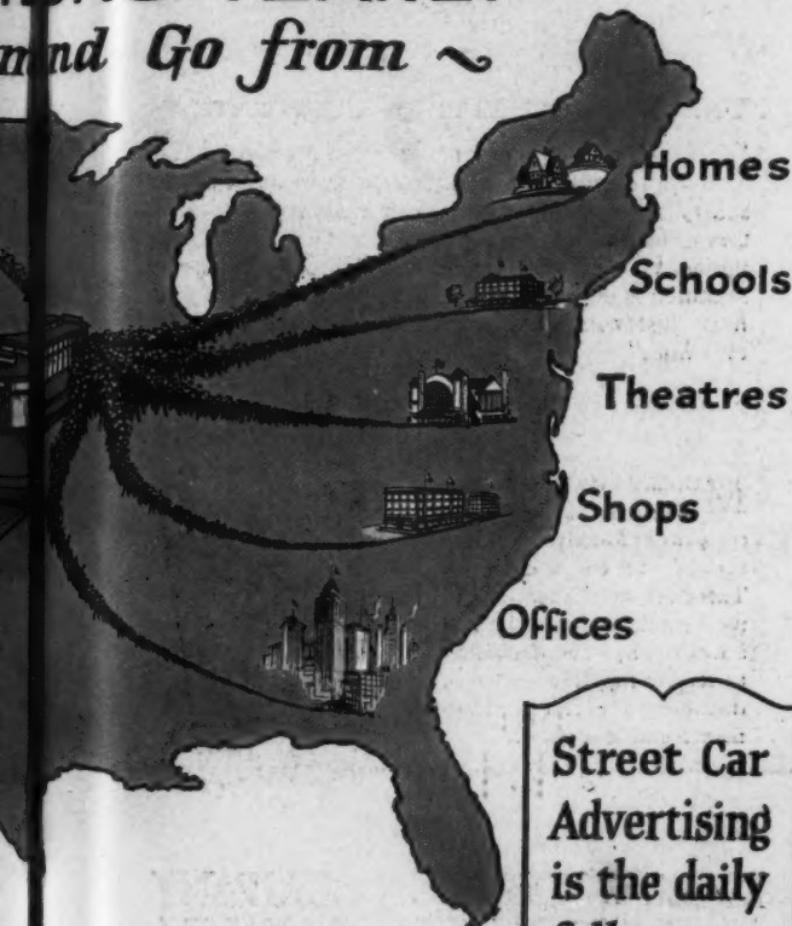


Street Rail Adver  
Home Office - C. Build

July 24, 1921.

PRINTERS' INK

# Millions of Street Car Riders Billions Yearly and Go from ~



Advertising Co.  
Building - New York

Street Car  
Advertising  
is the daily  
follow-up  
system of  
Advertising

July 24, 1924

Work Demanding  
Significant Service



## UNITED PROFIT-SHARING CORPORATION

*"GOOD printing is one of the most essential requirements of our business, for in addition to satisfying us, our literature must also prove satisfactory to our clients—comprising some of the largest national advertisers. In most cases, our sole representative is our catalogue, and the edition which you have just completed for us is fine—the best we ever had."*

IRVING W. SCHWARZ,  
Vice-President

MODERN MERCHANDISING demands that the printer carry his productive resources through to the final stage. Therefore, excellence in technical production must be substantiated by a definite ability to render superior service in distribution problems, shipments and deliveries.



**ISAAC GOLDMANN COMPANY**  
EIGHTY LAFAYETTE STREET, NEW YORK CITY

*Printers Since Eighteen Seventy Six*  
*Telephone FRANKLIN 4520*



VERSATILITY: "The ability to produce with equal facility work of widely varying character and requirements."

One of a series of advertisements on the Versatility of the Goldmann Plant



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# A Prescription for Copy Addressed to Men

Writing Copy for Men Demands a "Man-to-Man" Spirit Entirely Lacking in Affectation

By A. L. Townsend

MANY copy writers contend that it is far easier to advertise to women than to men, and that the preparation of text for the latter is a serious task.

There are two schools of advertising copy, addressed primarily to men, which differ widely in their methods. One attempts "fine writing" or the phraseology and mannerisms of conventional advertising text. The other breezes along, without affectation and labor; even crude in spots, and it does not strive to sell in an aggressive manner.

A story is told concerning a certain tobacco magnate who is a stickler on the copy used for his various campaigns. On one occasion after having a number of copy writers submit the text for a series, he turned the total output down, and called in the manager of the department in which this one product was manufactured. He asked this man, who was poorly educated, to give his real opinion of the line.

"Talk as if you had a man beside you who was skeptical and who knew nothing about these goods," said the executive. He had a stenographer, unnoticed, record every word in shorthand.

The typed sheets were edited and made into very successful advertising copy. It was sincere without being labored. It talked constructively and earnestly. It was not always, as has been intimated above, pure grammar or flowing sweep of thought, but it did ring true. And it sold the product.

"I want you to keep your ears open tonight as we ride up on the six-twenty-one," said a copy chief to a newcomer on his staff. "You will find that there is a sort of common bond of speech and of

thought. Certain subjects and certain phrases are in every man's natural vocabulary. If you wish to write copy which will interest and impress these men, you must fall into their way of saying things."

It was an excellent suggestion.

Men respond to an echo of their own experiences, their daily lives, and their own routines, and apparently prefer the popular vernacular of the day.

Tobacco advertising, naturally, furnishes topnotch examples of the ideal copy appeal to men. One of the most difficult undertakings of the advertising, admittedly, is to wean a smoker away from a brand to which he has been long accustomed.

A characteristic advertisement on "The Twelve-Best Humidor" of the American Tobacco Company leads off in this way:

A new idea for pipe-smokers: Twelve famous tobaccos, packed in a handsome humidor—shipped to you direct to help you find the soulmate for your pipe.

Most men have written their John Hancocks on a lot of "dotted lines." But if you're a pipe-smoker we'll wager that you've never signed a fairer, sweeter contract than the little rectangular coupon at the bottom of this page.

A characteristic advertisement with everything leading up to it. The story continues:

Just a few strokes of your pen—and you can end your quest of years for a perfect smoking tobacco—drawings for life in unalloyed pipe-satisfaction. But we are getting ahead of our story.

The average pipe-smoker is the greatest little experimenter in the world. He's forever trying a "new one," confident that some day he'll find the real affinity for his pipe.

Knowing smokers as we do—and knowing tobaccos as we do—we felt that we'd be doing a friendly turn for everybody if we found a way to settle this question once and for all, to the satisfaction of every smoker.

The illustration which accom-

panied this text, of which only a part is quoted, showed four jolly chaps, each a character study, around a cozy table, at cards. The host has opened the humidor and is asking each pipe smoker to select his favorite. This neatly brings out the basic idea of the merchandising plan and the product.

And to sell shoes to men, an advertisement reads:

Can you take eight hours of "gaff" from business, then be ready for an evening's frolic with the kids, a game of cards, a show, or a dance, and enjoy it? Is your vitality all gone before you reach the "dessert course" of the day? Better look to your feet. That delicately formed weight-bearing structure of your foot-arch is important—and it's going to have a lot to say about your day's activities unless you treat it right. In ordinary shoes, it is allowed to sag and become strained. That is why you fag out early in the afternoon and have your nerves on edge.

Men are interested in facts, in figures, in important statistics, in the human drama of business.

The following, culled from a correspondence school advertisement, reads along easily, naturally and with the sort of conviction which men prefer:

Sometime to-day or tomorrow or next month, in practically every commercial office and manufacturing plant in the United States, an important executive will sit back in his chair and study a list of names on the sheet of white paper before him.

A position of responsibility is open and he is face to face with the old, old problem—"Where can I find the man?"

The faces, the words, the deeds, the impressions, the possibilities of various employees pass through his mind in quick review, and he realizes once again how little an employer really knows about their hopes! Their ambitions! Their particular ability to handle more important work.

Such copy as this does not go in for high-sounding phrases, and winged words. It is very much down to the common footing of everyday life and language.

Men are subject to flattery. But when flattery is used the copy must be written shrewdly and from an alert knowledge of human nature. One advertiser of men's underwear, not long ago, conducted a systematic campaign of advertising flattery. The spirit of the text was this:

Men . . . it is deplorably true that many of you allow your wives to buy your undergarments, your shirts, even your ties. As if men were not just as good judges of such purchases . . . better judges.

It does not appear just why this idea should have become a fixed national habit—but it exists and persists. Women are commonly supposed to be clever judges of fabrics. But you must wear the underwear, when all is said and done.

We believe that men should buy their own underwear. We think that you are the best judge when it comes to a product of this character. We would much rather have your critical buying instinct pass upon our product. Don't be a mollycoddle . . . insist upon buying your own underwear, even if it stirs up a little tempest at first.

That appeared to catch the fancy of a great many men. They recognized that much of the advertisement was literally true. They were a little ashamed. There was more buying of underwear in department stores and haberdasheries of that specific product when the series had progressed apace.

Men are partial to stirring tales and the spirit of true adventure. They are eager for educational text. Such copy as the following extract from a Swift & Company page might well be considered in the successful-man-appeal class:

Cowboys, cow ponies, lassoes and shootin' irons, hard rides and round-ups; lonely open ranges and boisterous cowtowns where dignity was laughed at and the law ran man to man—how they pack the picture of the Wild and Wooly West with adventurous romance and fascinating danger for the twenty years following 1870—a picture faded now forever, though still celebrated in song, stories and the movies.

But the flippant recklessness of those big-hearted, turbulent Americans, so quick of tongue and trigger, was mingled with a stern sense of responsibility and duty to be done.

This is a prelude to an advertisement telling of the meatpacking industry, its struggles and its progress.

Man is a sentimentalist, whether he admits it or not.

A manufacturer of candy tested this fact through several years of advertising. The one style of copy which invariably made the deepest impression and brought the most business, when addressed to men, carried the key-

*In Canada its newspapers for—*

## COUNT 1 as 2

Many sales managers experience a surprise to find that Canadians consume twice as much merchandise as a similar number of people living in other countries. They therefore learn to compute Canada's population not as nine millions, but as twice that number!

### THE DAILY NEWSPAPERS OF CANADA

*Write these papers—ask your agency*

#### The Maritime Market

	Population	Newspaper
Halifax .....	75,000	Herald & Mail
Halifax .....	75,000	Chronicle & Echo

#### Quebec Market

	Population	Newspaper
Quebec .....	117,500	Le Soleil (French)
Quebec .....	117,500	Chronicle
Montreal .....	839,000	Gazette
Sherbrooke ..	23,515	La Tribune (French)

#### Pacific Market

	Population	Newspaper
Victoria .....	60,000	Colonist

#### Ontario Market

	Population	Newspaper
London .....	70,000	Free Press
London .....	70,000	Advertiser
Hamilton .....	114,151	Spectator
Peterboro .....	25,000	Examiner
Kitchener .....	29,600	Record
Kingston .....	25,000	Whig

#### Prairie Market

	Population	Newspaper
Winnipeg .....	280,000	Free Press
Winnipeg .....	280,000	Tribune
Edmonton .....	70,000	Journal
Calgary .....	75,000	Herald
Regina .....	35,000	Leader & Post
Saskatoon .....	31,364	Phoenix & Star
Moose Jaw...	20,000	Times & Herald

*National or Sectional Coverage*

note of sentiment and of pride.

The married man was reminded of the patient wife at home who would be made happy over being remembered, if a box of sweet-meats were taken home to her occasionally, without having to be requested.

With the youngster and his wooing—quality talk did not get very far. The suggestion was made that here was a candy which *she* would instinctively know was superior and the purchase of which would set the buyer down as a person of discrimination—and sales followed.

Men who are married can always be won over by mention of their wives or their children. Such mention presents an appeal which seldom, perhaps never, fails.

There is a certain crisp, edged method which seems to appeal to a great many men. They like cleverness in the printed word, provided it is genuinely so, and does not appear to make itself too flagrantly obvious.

### Advertising Club Formed at Quebec City

The Quebec Advertisers' Club has been formed at Quebec City, Que. J. N. Thivierge is president; E. G. Smith, first vice-president; J. A. Biennonnetti, second vice-president, and L. A. Campeau, secretary-treasurer. The first meeting of the club which was held on July 21, was attended by a delegation from the Montreal Publicity Club.

### C. W. Weaver Joins San Francisco "Bulletin"

C. W. Weaver, formerly an executive of The W. G. Bryan Organization, New York, has been appointed classified advertising director of the San Francisco *Bulletin*.

He was at one time advertising manager of the Atlanta *Georgian* and *Sunday American*.

### Form New Advertising Art Businesses

J. A. Bensinger and J. Albert Cavanagh, for the last five years members of the firm of Cavanagh & Bensinger, Inc., advertising art, New York, have formed separate businesses at that city. Mr. Bensinger will continue under the name of Bensinger Studios. After August 1, Mr. Cavanagh will conduct a studio under his own name.

## Carbonated Bottlers Thinking of Advertising

BOTTLERS of carbonated beverages in the United States are planning to raise a fund for the purpose of carrying on an advertising campaign. The initiative has been taken by the Chicago Bottlers of Carbonated Beverages Association, which is waging a campaign for the promotion of purity in soft drinks. The secretary of the association, James T. Patterson, has been making a tour of Eastern cities, and returns with the information that at every point he visited bottlers have declared themselves in favor of the contemplated advertising program.

"Thus far," said Mr. Patterson, "results virtually assure the raising of the fund for advertising, which will be carried on in all of the leading newspapers of the country.

"Plans for the campaign will be acted upon at the convention of bottlers to be held in Louisville next month. State organizations are lining up strongly in favor of the campaign and there is no doubt that all of the money needed will be forthcoming in short order."

### Wrigley Earnings for Half Year

The William Wrigley, Jr., Company, Chicago, for the six months ended June 30, 1924, reports net income of \$4,251,226 after Federal taxes, depreciation, etc. Earnings for the period are given as \$8,471,183, and expenses as \$3,436,671, not including taxes.

### J. W. Brown with Schmidt Advertising Company

James W. Brown has joined the Joseph Schmidt Advertising Company, Cincinnati, as vice-president. He was formerly business manager of the Kentucky edition of the *Cincinnati Post* and was at one time business manager of the *Cincinnati Commercial Tribune*.

### Better Business Bureau for Decatur, Ill.

A campaign is in progress at Decatur, Ill., to raise funds for a \$6,000 budget for the first year's work of a Better Business Bureau planned for that city.

## "I am Going to Make Some Money"

F. A. Owen Publishing Co.  
Dansville, N.Y.

Gentlemen:

Answering your letter of the 4th asking permission to use their part of my letter of March 1923 in which I stated I received from the Normal Instructor of December 1923 lesson you may use it in my life, I put it in my advertising. I want to say it was the surprise of my life. I put it in another city, told me would not display it, .... five days later, another city told me would not display it, but my ad. starting with this advertisement, Dec. 23, 1923, I deposited the following ad. in the Normal Instructor of Dec. 23, 1923, as it was the only ad I ran:

Nov. 27 - \$45.00	Dec. 9 - \$45.00	Dec. 13 - \$147.50
28 - 20.75	8 - 45.00	18 - 30.00
29 - 25.50	11 - 35.00	18 - 30.00
Dec. 5 - 46.10	12 - 35.00	18 - 30.00
	13 - 35.00	
	14 - 35.00	
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July 24, 1924

*Typical Scenes of 1923  
Atlantic City Pageant*



**OVER ONE MILLION**

*Will Attract*

**ATLANTIC CITY**

**BOARDWALK Illustrated NEWSPAPER**

*—Atlantic City's Pictorial Weekly—*

will tell the story of this world-famous entertainment in pictures in three

**SOUVENIR PAGEANT NUMBER**

**BOARDWALK** Illustrated

*America's Foremost Sport Paper*

**169 So. Kentucky Avenue**

TELEPHONE MARINE 1-



**ON MILLION PEOPLE**

Atte

**TICITY'S PAGEANT**

**September 2-3-4-5-6**

**NEW BOARDWALK Illustrated NEWS**  
will reach these million visitors.

Advertisers and agencies will find it advantageous  
to communicate with us immediately.

BER wire or 'phone Milton Crass, Advertising Manager,  
for rates, etc.

**Illustrated NEWS**

oreport Pictorial Magazine

EPHO ARINE 1405

Atlantic City, N. J.

# Motion Pictures *make a powerful weapon* for the salesman —we make them!



GOOD picture is worth a thousand words," someone has said. "A good motion picture is worth ten albums of still photographs!"—is equally true.

With motion pictures your salesman can practically take his prospect from one end of the earth to the other. He can show a hat, from all angles; the action of a machine; the facilities of a manufacturing plant; the riding qualities of an automobile; the best way of packing goods; in short, he can bring anything that can be seen with the eye, straight into the prospect's office.

We have made a great many motion pictures for salesmen's use. We will be glad to discuss the availability of motion pictures in your selling, on request.

**EASTERN FILM CORPORATION**  
220 WEST 42nd ST., NEW YORK CITY

Telephone Chickering 2110

Established 1910

# How to Tell Your Story to the Retail Salesman

Five Chief Divisions in Which He Should Be Enlightened

By Ruth Leigh

"**W**ILL it wear good?" asked the customer, a gaunt Kansas housewife, as she stood in the linoleum "department" (six shelves and a counter) of a pseudo "department store" in a small Kansas town.

"Yes, ma'am. That's 'Corkoleum.' Good stuff." The salesman, a sallow-faced youth of nineteen spoke airily.

"Hm! Pattern won't come off, either? Looks all right—and it's just about what I wanted to pay."

"No, ma'am. Needn't worry about the wear that Corkoleum will give. Wears fine. Good stuff."

"Well, all right. Now, that room measured twelve feet and I reckon the width will be—are you sure it'll wear good, young man?" Obviously satisfied was this customer, but in need of reassuring and convincing.

"Yes, ma'am. That Corkoleum's good stuff."

And that's the way the sale went. The customer purchased, but really in spite of the lack of good salesmanship on the part of the callow youth.

Later, I asked him: "Why didn't you tell that woman more about that rug, instead of just telling her it was 'good stuff'? She was satisfied that it was good, but what she wanted, you could see, were some reasons *why* it was good."

"Well, I coulda told her. Wears good, that Corkoleum. Wears fine. Good stuff. Just looka the price of it—you can't beat that with any floor covering at the same price. I know it, believe me."

Enthusiasm for the product, conviction that it was good, the young salesman had all of that, but I couldn't help musing over that sale, wondering how much more satisfactory it would have been to all concerned, if the sales-

man had taken the trouble to tell his customer *why* the product was good, instead of merely giving her bland assurances.

It hasn't taken many years of close, personal contact with retail salespeople in large and small stores all over the United States to show me, beyond a doubt, that they sell most goods, nationally advertised or not, in this same vague, unintelligent way. True, the national advertiser has the lead, even with poor salesmanship, because his advertising sells the goods to the customers before they get into the store. It's interesting, however, to speculate on the increased sale most goods would have if salesmen really knew how to sell them.

The big department stores realize this shortcoming on the part of their salesforce, and many of them have installed teachers, educational directors, to tell the store's merchandise stories to the staff. But here are the small merchant and his salespeople, selling over counters the big majority of nationally advertised products, and in most cases, utterly without information of any kind about their goods, except what they dig out for themselves or what a few manufacturers give them.

Unless manufacturers tell their merchandise stories to the retail salespeople of this country, it's a fair bet that they won't have the information. After all, the only direct, personal contact the manufacturer has with the consumer is through the retail salesman. He's the man to tell about the goods, because he's going to sell them. More important than that, the customer *expects* him to know.

Years ago, when products were fewer, Mrs. Jones or Mrs. Smith may have been expected

to be experts in textiles, leather goods, foodstuffs, toilet articles, and all the other hundred-and-one commodities she bought. But today it's different. She's not an expert, so she looks for expert advice from the man who sells the goods to her.

Now we come to the main object of this article: to suggest to manufacturers, as a result of years of contact in training retail salespeople and selling personally behind the counter, what they should tell the retail salesman about the goods.

And right here, let me point out that it's a wise advertiser who will train his own traveling salesmen in teaching these retail store clerks how to sell. The traveling man gets right into the retailer's store — frequently behind the counters. He is in direct contact, and usually most friendly, with the retail sales-force. Let the traveler do the missionary work of telling the retail salespeople the merchandise story.

I've heard some advertisers say: "Oh, that's all right; all our men know our line. All they have to do is to tell these retail salespeople about it."

#### MORE THAN MERE TELLING

That is an erroneous impression. It's one thing for a traveling salesman to know his line so he can sell it to dealers. It's quite another proposition, however, for him to say to a nineteen-year-old callow youth behind a counter:

"Now here's this Corkoleum. When you bring it out to a customer, the first thing you tell her is so-and-so. Then she'll probably ask you thus-and-thus. Here's what you tell her—"

And so on. A shrewd advertiser today makes retail sales experts out of his sales force because he's going to take advantage of these precious moments that his representatives are in contact with the salespeople who are going to present the goods to Mrs. Jones. This retail selling knack is not a thing that traveling salesmen know instinctively;

it must be explained to them quite carefully. Successful retail selling today involves a clear understanding of what the customer wants to know about the goods, not what the advertiser thinks she should know.

All right, then: what information does an advertiser need to give to these retail salespeople to have them know his merchandise story? Here are some practical suggestions based on study and observation:

(1) Get the naming business clearly understood. The advertiser usually calls his goods by the correct, technical name. But Mrs. Jones seldom knows the correct name. Take a nationally advertised line of aluminum: one item is known to the advertiser as a "triplicate saucepan." He thinks Mrs. Jones calls it by that name. She doesn't. She says to the saleswoman:

"Let me see one of those three pans. I mean it's one pan, but makes three; you cook three different things at the same time over the one flame."

The saleswoman is puzzled for a moment. After further clumsy explanation by Mrs. Jones, she finally says: "Oh, you mean a triplicate."

Do you see the difference in terms? This aluminum advertiser calls this article "a triplicate saucepan," but his customer hesitatingly explains it as "three of those pots that fit together on one flame."

Advertisers will do well, in telling their merchandise story to salespeople, to find out by study of shoppers what Mrs. Jones calls their goods. Frequently it is not the technical or the trade name. A manufacturer of glove silks calls his merchandise "tricot" or "milanese." To Mrs. Jones it is just "jersey silk."

It doesn't make any difference what the correct, technical name of the goods is. The important thing to tell the retail salesperson is what the customer is going to call it. And the only way to find that out is by studying some customers and asking the salespeople themselves. The naming business

July 24, 1924

*The Burroughs  
Clearing House*

JULY 1924      50,000 COPIES

You need the banker's good will!

Why not pave the way for fall sales to your dealers by winning the banker's good will now!

The Burroughs Clearing House alone will do this job for you because it is read by one or more executives in every bank in the United States and Canada.

*Send today for sample  
copy and rate card.*

# *The Burroughs Clearing House*

*Second Boulevard**Detroit, Michigan*

Published monthly by the Burroughs Adding Machine Company

is the most important point in the merchandise story, because even if customers don't know the right name, it's vital for salespeople to recognize what they are falteringly demanding. Otherwise, how will they be able to hand out *your* product?

(2) Tell the retail salesman *who and where you are*. Now this suggestion is made with some hesitation, because you advertisers are prone to overestimate the interest that both salespeople and customers have in you. The chief reason for telling the retail salesperson *who you are* is that frequently she can say, as a selling argument during the sale: "—and this coat is made by The Smith Company, the well-known manufacturers of New York City."

Often, a customer won't have the slightest idea who The Smith Company is, but from the saleswoman's tone she is impressed. She thinks, in a vague way: "Well, this saleswoman speaks of the company as if it were an important one. They probably make good coats."

Far better than simple, cold pictures of machinery or operators is to show both salesmen and saleswomen close-up views of particular features in the manufacturing process.

For instance, here's a manufacturer of a trade-marked line of men's socks. When these socks are being made, a machine is used for testing their tensile strength; they are stretched to the breaking point and a delicately sensitive needle registers on a dial the resisting power or tensile strength of the fabric.

Now this manufacturer in telling salespeople his merchandise story has a picture of this stretching test, a close-up view. It is very impressive and convincing. And, needless to say, helpful to the retail salesman who is convincing skeptical Mr. Jones how good these socks are.

The mail-order houses know this selling point and the impression it creates in the mind of the customer. In their pages devoted to men's clothing, you don't find pictures of factories or machines,

but you do find a picture and a description of a certain line of men's clothing made of strong, long-wearing materials. To prove this, there's a picture of a tester sitting beneath a slowly moving roll of the suit fabric, above which is a powerful electric light, searching for flaws or imperfections in the material.

The point, then, in telling salespeople about *yourself* is to talk more about your policy than about the fact that you "were established in 1881." Let them associate you with progressiveness in your line, and let the facts you give them be those that can be conveyed to customers as proof of the reliability of your goods.

#### THE VALUE OF ASSOCIATION OF IDEAS

So far as telling them *where you are* is concerned, it isn't that the location of your factory makes a vast difference, as it is that many consumers are impressed by localities because of past associations. Tell a woman that "this chair was made in Grand Rapids," and as she associates Grand Rapids with furniture generally, she concludes that it must be dependable. Many persons like to hear that shoes are made in New England, and salespeople know that. During a sale, to assure a woman that "these are very well-made shoes, madam, made by one of the largest shoe factories in New England," is to impress her.

(3) The next kind of information which the retail salesman needs is summed up in the question: *What does this article do?*

Here are a few suggestions that will help you tell the retail salesman about the use of the goods. I illustrate it by taking a specific article—an electric heater.

First: what is its general use? To provide heat in a certain direction. Second: in what other ways can it be used? It can be used to dry hair, to dry small articles quickly, to keep food warm, and so on. Third: why does its use interest the customer? The answer is obvious—because it fills many practical needs she may have in her home. Fourth: does it save work? Provide comfort?

The New Plant and Office  
of the  
**National Process Company**  
Incorporated  
is in operation at  
**218 West 40th Street**  
**New York City**

Our new telephone connection,  
Penn. 4600, will place six trunk  
lines at our customers' service.

**I**N order to keep pace with the demands of a rapidly growing business, we have obtained 25,000 square feet of space in a very desirable and convenient location. New equipment has been added, and in every detail the new plant gives the utmost in economy and operating efficiency.

We hope our customers will avail themselves of our invitation to show them a thoroughly modern photo-offset plant in operation. You will be interested in seeing how we produce our offset specialties, including

*Repro-Prints*

**GIANT ADS**      **GIANT LETTERS**  
**NATIONAL PROCESS CO.**  
Incorporated

In the First Six Months of 1924

# *The Providence Journal*

(Morning and Sunday)

and

# *The Evening Bulletin*

Printed

# 11,742,598 Lines Of Paid Advertising

*This is a gain of 763,506 lines or 6.5% over  
the corresponding period of 1923*

The reason for this gain is "Advertising in these  
newspapers produce results."

The sworn net paid circulation figures of these news-  
papers for the six months ending June 30, 1924,  
were as follows:

**The Providence Journal - - - 34,041**

**The Providence Sunday Journal 62,604**

**The Evening Bulletin - - - 65,438**

This makes a new high record for all three news-  
papers, which indicates the confidence in which they  
are held by the people of Rhode Island.

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## **Providence Journal Company**

Providence, R. I.

Representatives

**CHAS. H. EDDY CO.**

NEW YORK

CHICAGO

BOSTON

R. J. BIDWELL CO.

San Francisco

Los Angeles

July 24, 1924

## PRINTERS' INK

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Chiefly the latter—in the case of this product. Fifth: is it ornamental or decorative? While it is intended for practical use the gleaming copper reflector on the firm black stand makes a neat-looking heating device that will add to the appearance of any room.

No matter what the product is, the manufacturer will do well to answer those questions for the retail salesman. Those are the specific points about the use of the article that he needs to know to sell it to customers.

(4) More important, perhaps, than any other information which an advertiser should give salespeople about his goods is that dealing with their quality. I sum up below the questions which should be answered about the product for the benefit of those who will sell it to Mrs. Jones:

- (a) Out of what is it made?
- (b) Is its basic material steel, copper, cotton, wood, etc.?
- (c) What has the material to do with the value of the article?
- (d) What are the best features of its manufacture?
- Is it the finish, design, color, style, etc.?
- Is it the construction or workmanship?
- (e) Is the quality regarded as poor, medium or high grade?
- Is the quality durable? Will it give long service?
- Does the quality compare favorably with the price?

To prove the need for such information, ask the first grocery clerk you meet on your way home tonight what Grape Nuts is made of. Ask a hosiery salesman or saleswoman how to recognize full-fashioned hose—and see if either one can give you about ten different methods.

Salespeople do not take the trouble to examine goods closely, to learn their talking points. Unless the manufacturer gives them this information they can't possibly sell his product intelligently.

Has the product been through any special processes that would add to its value? Take, for example, the case of the tensile strength machine used in testing socks. Or, take a nationally advertised glove that has gone

through a special process of tanning to make it more durable and flexible. Or, writing paper that has been dried by the "loft process" which makes it cost more, but adds to the finer texture and increases value.

Has the product been inspected for imperfections? Tell this to the salespeople. It helps to sell goods. The mail-order houses know this and use it for all it's worth. It is amazing that more advertisers don't explain their tests to salespeople.

Does the manufacturer stand behind his article with a guarantee? If he does, let him impress that fact on salespeople so they can, in turn, tell it to Mrs. Jones when she comes to buy.

Do hand processes figure largely in the manufacture of the line? That is very important to salespeople. People today are much impressed by handwork—probably because this is the age of machinery. There are few selling arguments that sell goods quicker than the hand-made one.

Is there an especially interesting raw material used in the construction of the goods? Here's a mattress stuffed with a certain interesting South American wood shaving that is extremely satisfactory. Here's a straw hat made of special straw or wood chips that make it wear well. Tell the salespeople what your goods are made of. It helps them sell more intelligently.

Has your product been naturally or artificially insured against deterioration? Here is a line of curtain goods with colors made fast by a secret process. This line of furniture is so constructed that it will not warp. The metal of this washing machine is treated to prevent rusting. And so it goes—the facts that any manufacturer can dig up about his line are unlimited.

(5) Last, we come to the essential information the manufacturer must give salespeople—covered, perhaps, in all facts previously given, but essential enough to be told again. What is the price of the article? Does the use justify the price? Does the

quality justify the price? Does the quantity justify the price?

Price is a powerful selling point only when Mrs. Jones is shown its relation to the excellent quality of the article or its useful service, or its special design, or some other selling point.

If Mrs. Jones doesn't see that the article is worth three dollars, then it isn't worth three dollars. The only thing that will make her pay three dollars will be to see three dollars' worth of value in your article.

There's only one way she'll see it—to have it pointed out by the salesman who is handing it to her over the counter.

Don't neglect him—give him something to tell Mrs. Jones. You can work on the safe assumption that if you don't tell him your merchandise story he will never know it. He won't take the trouble to find it out for himself, so for your own protection it's advisable to force it on him.

### Robert W. Douglas Dead

Robert W. Douglas, for the last year assistant to Jesse H. Neal, executive secretary of The Associated Business Papers, Inc., New York, died in that city on July 15. Mr. Douglas was twenty-eight years old. He was formerly associated with M. H. Avram & Company, construction engineers, New York.

Rupert L. Burdick, formerly assistant to Mr. Neal, and at present executive secretary of Business Reference Publications, New York, is taking over the duties of Mr. Douglas until the return of Mr. Neal from London.

### Asks Registration of "Kist" Trade-Mark

The Citrus Products Company, Chicago, beverage flavors sold under the names of Orange Kist, Lemonella and Blue Bird, has made application for registration of the trade-mark "Kist" for use on food-flavoring compounds. The company has prepared special campaigns of dealer helps on each of the products mentioned.

### Castle Hair Curlers to Be Advertised in New Campaign

Newspapers will be used in a national campaign which will be conducted on Castle hair curlers by The Osmun Manufacturing Company, Covington, Ky. This campaign will be directed by the Midland Advertising Agency, Cincinnati.

### Druggists Advertise for More Than Emergency Business

Public appreciation of the responsibilities of registered druggists is being stimulated by a newspaper advertising campaign in which more than fifty druggists in and about Omaha, Nebr., are participating. By making the public familiar with the knowledge, training and experience of the registered druggist, the campaign endeavors to win for him the respect and confidence of his community.

People are encouraged not to think of him only when he must be patronized in cases of sickness and emergency. They are told that he cannot exist on his income from prescriptions alone and he must remain open from early morning till late at night to be at the service of his community. Such service, the readers also are told, should merit their support in giving to him all the business that they can.

The advertising is signed "Registered Druggist" and lists the names, addresses and telephone numbers of those participating.

### Frederic Nelson Phillips, Inc., Augments Staff

Wilson Goodbody and William L. Glendinning have become associated with Frederic Nelson Phillips, Inc., New York, typography. Mr. Goodbody, who becomes secretary, was for thirteen years secretary of the Kalkhoff Company. He also was, at one time, business manager of the Arbor Press, Greenwich, Conn., which has since become the Condé Nast Press. Mr. Glendinning becomes vice-president. He also will be manager of a monotype department which has been organized. For the last few years he has been with the New York staff of the Lanston Monotype Company.

### Made General Sales Manager of Canadian Car & Foundry

R. J. Younge has been appointed general sales manager of the Canadian Car & Foundry Company, Ltd., Montreal, Que. He succeeds D. R. Arnold, who has joined the Union Metal Products Company, Chicago.

### G. L. Price with Mayers Company

G. L. Price has joined The Mayers Company, Inc., Los Angeles, as head of its planning and copy department. He was formerly with the copy staff of The Ralph H. Jones Company, Cincinnati.

### Joins "Oklahoma Teacher"

Roxie J. Adams, formerly with the field service department of the Oklahoma Cotton Growers Association, has been appointed advertising manager of the Oklahoma City *Oklahoma Teacher*. Miss Adams succeeds Jennie Pickering.



## *There isn't a Salesmanager*

of any automotive product who wouldn't jump at the chance to talk to 45,000 car owners, whose hobby is motor travel and motor cars, if he could get them all to tune in on his broadcasting station some night. Yet MOTOR LIFE, the magazine of touring offers just that opportunity. Every MOTOR LIFE reader buys MOTOR LIFE because he is interested in motor travel, motor cars and motor accessories. He reads it from cover to cover in the evening at home while little Willie is monopolizing the radio phones.

### MOTOR LIFE COMPANY

Publication Office, 1056 W. Van Buren Street  
CHICAGO, ILL.

New York Office, 25 W. 45th Street  
Detroit Office, 2231 Park Avenue

# Motor Life

*The Magazine of Touring*



*'Not a Pedestrian  
on the List'*

## Important Tariff Interpretations

**Lithographers Win on Appeal from Decision Requiring Marking of Labels with Country of Origin—Ruling Involves Important Principles for Guidance of Manufacturers in Many Lines of Industry**

THE United States Court of Customs Appeals has affirmed the decision of the Board of General Appraisers in a test case brought before the latter body by the American Lithographic Company, of New York. This decision requires that every label and cigar band imported into the United States must bear an imprint disclosing the country of origin. The defendants, The Bradford Company and Adolph Frankan, Inc., importers, together with the Government of the United States, appealed the judgment. A report of the ruling, which has been sustained, was given in PRINTERS' INK of April 10, 1924.

While this case was carried through in the interest of the lithographic industry by the National Association of Employing Lithographers, the ruling as affirmed by the higher court laid down two principles which, in their broad interpretation, are of vital importance to all manufacturers, who have foreign competition to contend with. One point argued by the defense involved the intended meaning of the word "article" in the Tariff Act of 1922. Section 304(A) of this act reads as follows:

That every article imported into the United States which is capable of being marked, stamped, branded or labeled, without injury, at the time of its manufacture or production, shall be marked, stamped, branded or labeled, in legible English words in a conspicuous place that shall not be covered or obscured by any subsequent attachment or arrangement, so as to indicate the country of origin.

It was the contention of the defense that the word "article" was to be construed as a unit of imported merchandise, such as a bundle or a package. It was argued that cigar bands, which

were imported in packages of 100 each, met the requirements of the Tariff Act, when the bundle was marked with a paper band disclosing the country of origin. The interpretation which the higher court placed upon the word "article" is important to many manufacturers if their type of product can be imported in group units.

The court made the following decision:

The important article under consideration, it seems to us, is not the bundle or package of cigar bands, it is the cigar band itself, manufactured for a definite purpose and use and imported in packages containing several individual articles, or bands. They are undoubtedly put up in packages for convenience in handling. The character of the individual article has not been changed by putting it up in packages containing 100 similar articles, and importing it in that condition. These cigar bands is the manufactured article and it is the article of importation. If it is proper to make the classification of an article depend upon the manner in which it is imported, or the package in which it is contained, evasion of the Tariff laws would be simple indeed.

We think that the language of Section 304 (A), *supra*, is a plain, concise and an unambiguous expression of the legislative intent, and requires no judicial construction. In unequivocal language it requires every article imported into the United States, which is capable of being marked, without injury, at the time of its manufacture, so as to indicate the country of origin.

Under the present Tariff laws a manufacturer cannot protest rates of duty which are fixed by Congress and which are properly assessed at the time of importation. This case clearly shows, however, that there is a way for American manufacturers to protest when they believe a foreign commodity is not being charged with the proper tariff. Their method of procedure is to protest against the classification accorded a particular article. If facts warrant their assertion the classification of the product is changed to one calling for a higher tariff.

In this matter of classification and the manufacturer's right to protest, the ruling of the court was as follows:

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# ADVERTISING MUST PROVE IT PAYS

There is no room for mediocrity, in advertising that must really sell goods.

Sales ability is judged by to-day's record—not by last year's orders. Then anyone could report large sales. And all advertising was thought to be resultful. But today puts men and advertising to another test—true ability has its chance.

Advertising is just printed salesmanship. It must do through the printed word what individuals do by personal contact.

And as incompetency of men is met with change to those of ability and experience, so advertising too, must be something more than mere publicity. It must interest, convince and persuade.

Here we have men of seasoned ability and of long experience in merchandising and advertising.

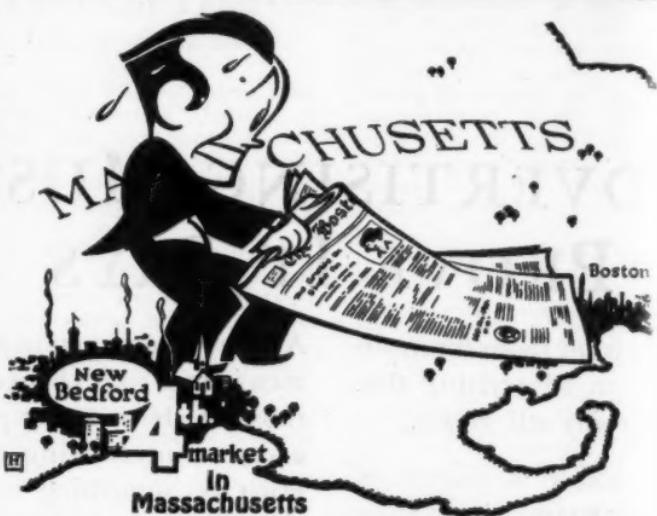
Through advertising a million buyers may be spoken to. How important, then, is the preparation of the message.

**C. C. WINNINGHAM**  
*Advertising and Merchandising*

10 PETERBORO WEST  
DETROIT



July 24, 1924



## You can't cover New Bedford with a Boston Newspaper

*It doesn't work.*—New Bedford's prosperity and Boston's have grown up separately and from different roots. When New Bedford was America's greatest whaling port the Standard and the Mercury were her leading newspapers. Today New Bedford has become the fine textile center of the world. Behind the Standard Mercury of today stands more than a century of independent growth and unquestioned leadership in Massachusetts' fourth largest market. The Standard Mercury can sell your goods in New Bedford. Let us prove it.

## NEW BEDFORD STANDARD MERCURY

Mail this  
to Mr. Ryder

*It will assist us if you will include  
your business letter-head*

NEW BEDFORD STANDARD MERCURY  
New Bedford, Massachusetts

How can I make more sales in New  
Bedford?

NAME.....

ADDRESS.....

interpretation of the provisions of Section 516 B, expressive of the legislative intent as it plainly appears therein, that is to extend to the American manufacturer, producer or wholesaler, the right to protest a classification of imported merchandise of a class and kind manufactured, produced or sold at wholesale by him, and the rate of duty assessed thereon, if in his opinion such classification is wrong and the rate of duty assessed improper, because of his interest and concern in preventing unlawful competition in the markets of the United States, by foreign producers of foreign products, resulting in the injury to his business. Congress could have no other purpose in view and to defeat that purpose by a strange construction of a statute, is not a proper judicial function.

## The Prerequisites of Church Advertising

"THE task of the Church as it is today, and as it has always been, is not selling but giving," asserted Paul T. Cherington, director of research, J. Walter Thompson Company, speaking before the Conference on Church Advertising at the London Convention of the Associated Advertising Clubs of the World.

"This makes a sharp contrast at the very outset between the work of modern business and the work of the Church," he continued, pointing out that the relations between the Church and the people were not only intensely personal but did not involve the central business idea of an adequate and measurable equivalent in exchange.

Mr. Cherington divided into four groups the reorganization work necessary to parallel religion with a merchant's goods. His three prerequisites to any advertising may be summarized as (1) the application of modern business methods, as a scientific system of accounting so that a church might always know how it stands financially; (2) modern principles of organization for mobilizing not only the talent in the general body but the forces of the community in relation to the church, and (3) adjustment of the product to the market by making a greater appeal to intelligence rather than emotions; and having

the ability to back up advertising by delivery of goods.

After these things advertising is able to set before the people a right message concerning a product, a producer and an equipment which has beforehand been made as right as possible.

"But before this can be done," Mr. Cherington emphasized, "there must be an actual mathematical knowledge of conditions within and without the individual church. Moreover, the Church must stand for some definite thing and must stand for it in such a way as to make a real appeal to its possible clientele. Again the Church must be achieving something even though it be in a small way before it can expect to make anything like a permanent impression upon a community, and finally it is necessary that the Church fill some place in the life of the individual. If all these things are possible then there is time to put the work and the conditions before the public in the right way."

## Joins Lockwood Manufacturing Company

R. C. Pater has been appointed advertising and sales manager of The Lockwood Manufacturing Company, Cincinnati, manufacturer of bakers' equipment. He was formerly with Boennett & Company, Cincinnati, advertising agency.

## N. V. Wagner with The Premier Company

Norman V. Wagner has joined the art staff of The Premier Company, direct-mail advertising, Cleveland. He was formerly with the Cleveland Plain Dealer and the Arlinghaus Engraving Company.

## J. B. Higdon Advanced by San Antonio Newspapers

J. B. Higdon has been appointed advertising manager of the San Antonio, Tex., Express and Evening News. He has been with the advertising department of these papers for the last five years.

## Mid-Western Newspapers Appoint Rodney E. Boone

The Detroit Times and the Milwaukee Wisconsin News have appointed Rodney E. Boone as Eastern representative. Mr. Boone also is associated with the Chicago Evening American in a similar capacity.

## Who Is to Blame If Sales Fall Off?

*(Continued from page 8)*

"more competition." Now let's take a look at the intensity of competition which I said you must know all about. It isn't so fearful as some of our statisticians say it is, if you have the right kind of a loaded gun to slay it with. Now go at this right. Of course you dominate the market; but how do you know you do? Why, your salesmen's reports tell you so, but do they? When were you out on the road last—have you traveled with your key men this year? Are you selling the liveest dealer or distributor in every town? Didn't you wonder why Tom, Dick, or Harry didn't take you into that nice-looking store right across from your dealer in Podunk? Didn't you forget to ask why? Don't you know that salesmen get in a rut and think the grass is greener in the paths they know? Aren't they afraid their regular customers will be offended if they see them call on the dealer who is doing a bigger business with your competitor's line? This is the time to offend the salesmen if it will wake them up. Show them what you are both losing by not having the better dealers. If your policy has been to sell exclusively through one dealer, can't it be changed now to include at least two dealers?

I believe that credit is due to Henry Ford in pioneering the elimination of exclusive distributors in a big way. It would not be possible for the Ford Motor Company to sell its output today if it were selling through only one distributor in each of the big cities.

I believe that the exclusive distributor selling plan is one real reason why so many of our small manufacturers remain small. Quantity production methods of today make it necessary to have a sufficient number of distributors to make your goods flow to the ultimate consumer. So many of us have forgotten that old saying

"Competition is the life of trade." Perhaps this is the reason your market has been shrinking. This is no time to let the exclusive dealer play house with your line when other dealers may be anxious for it. I am sure it will be a surprise of a startling kind to some salesmen if they will only go after the real accounts they do not have. Tell them they have to land the bigger accounts and show them that you are trying to make this "Helpful Way Number Six."

Competition—Sure it's been intensely so. If you would have it otherwise, better pick out your room in the Old Folks' Home. Give this a thought—it's going to be keener next month and will keep on getting intense until it's dense—dense, I repeat; you know what I mean. You can make your salesmen see it otherwise, though; just take up your sales maps. I grant you this is no time to develop new markets, but neither is it any time for salesmen to hit what they term the "High Spots." There are too many "high-spotting" salesmen. Get out the sales expense sheets, and then ask these "high-spotting" salesmen why they rode 100 miles when there was a good town just half-way in between. If your salesmen jump over good towns, there are more just like them doing the same thing. Aren't you ready to agree, now that you have studied the maps and expense accounts, that your market is larger? Perhaps territories are too large; then too, auto travel beats train travel. Do you know of any postoffices that do not get the mail regularly? I know you get the idea. Perhaps, this is "Helpful Way Number Seven."

The Sales Canvass—I believe you are sick of the subject; but ask yourself, what have you done about it? I feel quite sure that you will agree with me, that a salesman shouldn't be a parrot. House-to-house salesmen don't get by today with standardized talks. They and their firms have learned that personality is what gets them in the door. What do your sales-



# News

To inform—that prime duty of a newspaper—is a duty well performed in the pages of The New York Herald Tribune. Every type of reader finds therein a full account of the happenings of every twenty-four hours written and edited so as to give complete information with all possible charm of writing and reasonable brevity of form.

## *—and circulation*

the completeness of its news in every field of endeavor has created for this newspaper a body of readers in New York and its fifty mile zone that exceeds 300,000 on Sunday and reaches almost that number on week days. *A substantial circulation among substantial readers.*

**THE NEW YORK  
Herald Tribune**

men know about the fundamentals of your product—they ought to know, but do they? If they do, have you boiled down the facts so that they get them over to the dealer so that the dealer and his salespeople won't forget them? Right now is the time to list the ideas you want your salesmen to use. Standardize them and see that each salesman gets a copy and then see that he uses them. This is the last of "Helpful Ways" to help "Slipping Salesmen."

If there is a moral to this, I would put it into these words: This is the time for introspection, not retrospection.

### Becomes President of The Blosser Company

Mrs. E. W. Blosser has been elected president and general manager of The Blosser Company, Atlanta, Ga., proprietary medicines and medicated cigarettes. She has acted in that capacity since the death, last May, of her husband, Clarence Blosser.

Mrs. N. F. Lewis, for many years private secretary to Mr. Blosser, has been appointed advertising manager.

### Will Manage Detroit Adcraft Club

Gordon W. Kingsbury has been appointed manager of the Adcraft Club of Detroit. He will have executive charge of the club's advertising work for various community organizations and undertakings and the educational programs of the club. Mr. Kingsbury was formerly advertising manager of the Diamond Crystal Salt Company, St. Claire, Mich.

### Triumph Electric Company Changes

E. C. Morse, vice-president in charge of sales for The Triumph Electric Company, Cincinnati, has resigned. R. W. Hobart has been placed in charge of motor sales, and R. C. Hayes has been appointed sales manager for The Triumph Ice Machine Company Division of that organization.

### Heads Rainbow Veterans

Fred E. Crawford, Jr., with the Chicago office of the Frank A. Munsey Company, was elected president of the Rainbow Division Veterans at the sixth annual reunion last week of that organization at Columbia, S. C.

H. M. Jackson, of the national advertising department of the Chicago Tribune, will be a member of the New York office of that publication, beginning August 1.

### E. G. Biechler, General Manager, Delco Light

E. G. Biechler, who for a number of years was sales manager of the Deleo-Light Company, maker of Deleo-Light products at Dayton, Ohio, has been made general manager of that company.

Mr. Biechler was for four years Western manager of the Chambers Bros. Company at Philadelphia. His headquarters were at Chicago. Later he went to the traffic department of the Dayton Engineering Laboratories Company, makers of automobile equipment at Dayton, Ohio, and early in the history of the Delco-Light Company he became its purchasing agent and traffic manager. He was sales manager of the company for more than four years and has been acting general manager of the company since the transfer of R. H. Grant, its former general manager, to the Chevrolet Motor Company.

### H. J. Swanson Returns to Detroit

Harry J. Swanson, since 1922 general sales manager of the Peerless Machine Company, Racine, Wis., has resigned to become vice-president and treasurer of the Detroit Piston Pin & Manufacturing Company, at Detroit. For six years he was vice-president and sales manager of the Detroit Machine Tool Company.

### McCrory Stores Sales Higher

The McCrory Stores Corporation, for the six months ended June 30, 1924, reports sales totaling \$10,730,493, as compared with \$9,072,998, in the first half of 1923. Net earnings after expenses, taxes, etc., is given as \$647,803, for the first half of the current year, against \$476,654, for the corresponding period of last year.

### F. D. Rich with Salt's Textile Company

Frederick D. Rich has been placed in charge of the sales promotion and advertising of the Salt's Textile Company, Inc., New York. He was recently sales and advertising manager of the Crescent Belt Fastener Company, also of New York.

### Cincinnati Window Display Men Organize

Window display men of Cincinnati have organized as the Queen City Display Club. George H. Tatnall, of the John Shillito Company, has been made president. The new organization plans to meet every month.

### Has Jason Weiler & Sons Account

Jason Weiler & Sons, jewelers, Boston, Mass., have appointed the P. F. O'Keefe Advertising Agency, Inc., Boston, to direct their advertising.

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# Another world record

After leading every newspaper in the world for four consecutive years in Classified Ad growth, The Los Angeles Examiner during the first six months of 1924 piled up another world-record gain, 143,682 classified ads.

*This is the largest classi-  
fied ad gain of any news-  
paper in America.*

This five-year world record is one of the outstanding achievements in the history of journalism.

## Los Angeles Examiner

The World-Record Paper  
In The World-Record City

July 24, 1924

July



*is used by*

## *Addressograph*

TRADE MARK  
PRINTS FROM TYPE



20 Different Models

The Addressograph Company has proven by investigation that the self-contained, self-addressed return card increases the productivity of mailing pieces. It is interesting to know that for many of their own pieces of this character the Addressograph Company use Foldwell Coated Paper.

CHICAGO PAPER CO., Manufacturers  
801 South Wells Street, Chicago  
*Nationally Distributed*

*Facts:*

[The Famous Foldwell Travel Test, in which 17,000 business men participated, PROVED that Foldwell Coated will carry your message SAFELY through the mails. Send for the book.]

## An Unknown Vegetable to Be Advertised

HAVE you had your dasheen today? No, this is not a new drink, nor yet a shot in the arm. It is an upstanding vegetable long grown in European countries and more recently introduced into the United States. What's more, it—the dasheen—is to be advertised. The dasheen is similar in food qualities to a potato but is said to contain about 50 per cent more actual food than an equal weight of potatoes.

Dasheens were introduced into Florida about fifteen years ago by plant specialists of the United States Department of Agriculture. Numerous Florida producers took up the culture of the vegetable but because of lack of unified effort found it difficult to introduce dasheens in the markets. A vigorous campaign is now to be launched by the organized producers to create a wider demand for the product.

It is the Nassau County Dasheen Growers Association of Florida that is to undertake the job of enlarging the market for dasheens. A preliminary campaign in Jacksonville newspapers was launched by this association last fall with the result that although practically unknown the vegetable moved at the rate of 1,200 pounds a week.

"The two main objects of our association," declares its secretary, Ernest Petree, "are to enlarge the markets for dasheens and to keep the markets supplied with a better quality and grade of product. So far, we have made satisfactory progress along those lines.

"We are up against an unusual obstacle when we endeavor to advertise and enlarge the market for dasheens, because of the fact that they have a rather odd-looking appearance in their natural state, different from other foods on the markets in this country, and therefore do not appeal to the eye as most other vegetables and fruits do. They must be brought into the kitchens of the housewives and be properly prepared

before they have any appeal.

"We have decided that the best way to introduce this valuable food to the people generally is by the method we used in Jacksonville last fall. First we secured the services of a local chain of forty retail stores all over the city. Then we placed advertisements in the daily papers there, telling about the dasheen and where it could be bought.

"All the stores were supplied with our best fancy graded and cleaned dasheens, and with cooking recipes to be given with each purchase. The stores also had posters and placards about the dasheen. We had thousands of dasheen leaflets distributed at the State Fair from county booths and the State home demonstration booth. Then we gave dasheen cooking demonstrations.

"Most of the people in Jacksonville soon knew about the dasheens, with the result that the stores sold about 2,500 pounds of dasheens within two weeks' time. The total expense of the campaign during this time was about \$200 which is to be repaid by an assessment of one cent per pound on all the dasheens sold in Jacksonville. The growers received as much for the dasheens sold there as from those sold up North, the one cent per pound being the difference in the freight rates between Jacksonville and New York, where most are marketed.

### SMALL PRODUCTION LIMITS MARKET

"This method seems to be the best way we can enlarge the market for dasheens, and as we have only a small organization at present, one city at a time is about all we can take care of during the near future. The advertising funds will be derived from the total returns for all dasheens sold.

"Hotels and clubs all over the country are becoming interested in the dasheen, and we have it served at banquets and dinners whenever we have a chance. We are also getting manufacturers interested in making dasheen flour and dasheen chips and crisps, and expect to see these on the market in the near future."

# How to Merchandise Real Estate on Paper

**Present-Day Real Estate Advertising Proves That Homeseeker Is  
Looking for More Than Four Walls and a Roof**

By W. H. Heath

**I**N the larger cities, a merry and spectacular war is on between two types of homes: The apartment house, in any one of a remarkable series of modern variants, and the personally conducted bungalow. Advertising is in the thick of it and some instructive incidents are on record.

The latest development, of course, is super-apartments operated in the community spirit. They are rented or separate apartments sold outright on the co-operative basis. But we are concerned, at the moment, with a new type of real estate advertising which is really responsible, to a large degree, for the great progress made.

It is said that a prominent real estate man, who contemplated a large building program, first consulted a friend who was in the advertising business, as regards the possibilities of local newspaper work. The advertising man said: "Your best asset will be atmosphere. I can't do much for you in the matter of advertising just another apartment house, but if you will give me a half dozen novelties on the side we'll make a success of it—a tremendous success."

"I don't think I understand," came back the real estate magnate.

"Give me something advertisable," was the response, "install a radio receiving set in every apartment; have a big inside court, fill it with trees and flowers; have a children's playground with swings and a little lake; put in refrigeration plants so that each householder can manufacture his own ice; do away with the dumb-waiter ash can, and introduce those garbage chutes; and, most important of all, have your architect make the building look like some old English baronial hall. These are all novelty advertising points."

What he was trying to say, in his own language, was that selling houses, real estate, apartments, etc., in the present generation, has undergone a remarkable change. Such advertising must have some spectacular, appealing theme upon which to "hang" the campaign. And it is just as true of Los Angeles, Cincinnati, Dearborn and Miami, as it is of New York City. There is a lesson in this for all advertisers. Have a big selling idea which dominates the campaign, whether it be a cake of soap or a plot of ground, a washing machine or a new-fangled apartment house. The quickest way to the public is via the imagination route.

#### CHANGE IN STEAMSHIP ADVERTISING

The steamship business has undergone the same change. It is within memory when such advertising attempted no more than a casual mention of sailing dates, and the comfort of the boat. Today each transatlantic line attempts to discover some basic advertising theme. One makes it "Speed," another finds a clever method of transporting the steerage and second-class passage into terms of a de luxe "College Tour" at very greatly reduced rates.

Real estate advertising has now come around to a similar viewpoint, with some compelling pivot around which an entire series may revolve. Some great tract is to be auctioned off for building plots. For a comparatively brief time, on a certain day, rain or shine, the prospects must be collected. There will be white tents, expensive auctioneers, a brass band. It has been advertising's responsibility to collect this audience. Thousands of dollars are at stake.

A man who specializes in real

# HEARST'S INTERNATIONAL

AUGUST, 1924



*One evening as I was mixing some Bicardis—*

## *"I'm Drinking More Than I Ever Did Before—Aren't You?"*

By RAY LONG

Charles G. Norris and his charming wife, Kathleen, spent last winter in Italy. Charles and I were to lunch together shortly after their return. When we made the engagement, I said:

"I generally lunch at the Ritz, but I know you're just back from a *far* country and I don't want to deprive you of your wine. I have heard of a number of places in New York where we might get a cocktail before real Chianti with—shall we go to one of them?"

Charles said: "The Ritz is satisfactory. Quite."

But the least I could do was to take him to the apartment of a mutual friend to have a cocktail before luncheon. Charles didn't take his cocktail. Which puzzled me, knowing Charles.

"I'll tell you," he said. "Ever since I came home I've heard a lot of fellows saying, 'It's terrible, Charles; since Prohibition, I'm drinking more than I ever did before—aren't you?' It seemed a great joke; and I started to be a good joker.

"And then one evening, as I was mixing some Bicardis, I saw my son watching me with a look that showed he was puzzled.

"I didn't enjoy my cocktail. I said to myself: If I were that boy, I'd say, 'Why should I believe what you say, father, or heed what you command? To me you represent *authority*, the law, the good of the many as opposed to the individual. Yet you flout authority, you flout the law!'

"Of course," said Charles, "the boy probably wasn't saying that; perhaps he wasn't even thinking it. But, if he had been, how could I have answered him?

"So, boys, I'm through. I like to drink. I do not believe in Prohibition. And when I'm abroad, where it is legal, I shall drink. But in the United States, I am a teetotaler. Because I intend not only to *have* my son's respect, but to *merit* my son's respect."

I may have violated friendship in writing of a purely personal conversation, but I believe that my friend Charles G. Norris will forgive me when I add that I believe he has put his finger on the fundamental weakness of the boast so many have been making these days; the boast that—

*"I'm drinking more than I ever did before—aren't you?"*



*—I saw my son watching me, plainly puzzled*

This page from the August HEARST'S INTERNATIONAL is an example of how skilfully RAY LONG puts a dramatic touch on a somewhat commonplace subject.... And suggests one reason for the remarkable circulation growth of this publication.

[A similar article by RAY LONG will be a feature in every issue hereafter]

estate advertising has told us some interesting stories of what may occur under like circumstances. One newspaper campaign is used, two weeks in advance of the auction. The property is far up-town. A "cold" locational map is used in connection with the text. No more than a handful of people arrive on the day of the

**A charming villa  
and the fine art of living**

THESE hundred acres on the park property of the world-famous Westchester-Biltmore Company have been landscaped and redesigned at great expense for permanent residence or vacation home. Charming, quiet, freedom.

The Club House, with the unique combination of swimming, attracted social life, and resort facilities, is the center of the community. There are golf links, tennis courts, and swimming pools. Ten minutes away, the private beach of the Hudson River, the lake, and mountains of the Catskill Range.

Living is a fine art at Westchester-Biltmore; full and complete, including every kind of service and convenience, including care of food. Convenient accessibility to New York City by motor roads, railroads, and air lines. Your investment is protected.

F. B. WELLS  
**WESTCHESTER-BILTMORE  
RYE, NEW YORK**

OBSERVE FROM THIS COPY THAT IT IS NOT THE HOUSE, BUT ITS SETTING THAT IS BEING SOLD

auction. It is called off. Then they try again.

This time an artist draws a look-down view of the property and of the surrounding features. He eliminates many elements of detail but he does "play up" two adjacent golf courses, the traction lines, the nearness of a big baseball park, the story of important, improved automobile roads which lead out and up into attractive New York State realms of lake and hill.

It rains on the day of the second auction but the big tent will not hold the crowds. The illustrated map did the work. It visualized certain elements which "sell property."

On another occasion, a campaign to sell real estate fronting

on water, failed utterly, despite the fact that most attractive copy and illustrations had been prepared, and prices were unusually reasonable.

Nobody could quite make it out. The location was highly desirable, the lots faced on an attractive stretch of water, where there was fine fishing, bathing, boating, etc.; it was within easy commuting distance of New York. All of these virtues had been brought out in a series of illustrations which had seemed particularly beautiful to the advertiser.

But it required a seasoned expert to discover the flaw in the campaign.

Those pictures were of rather expensive bungalows. The people shown boating and fishing were of the Palm Beach variety. Motor boats and expensive private yachts had been shown. There was too much luxury.

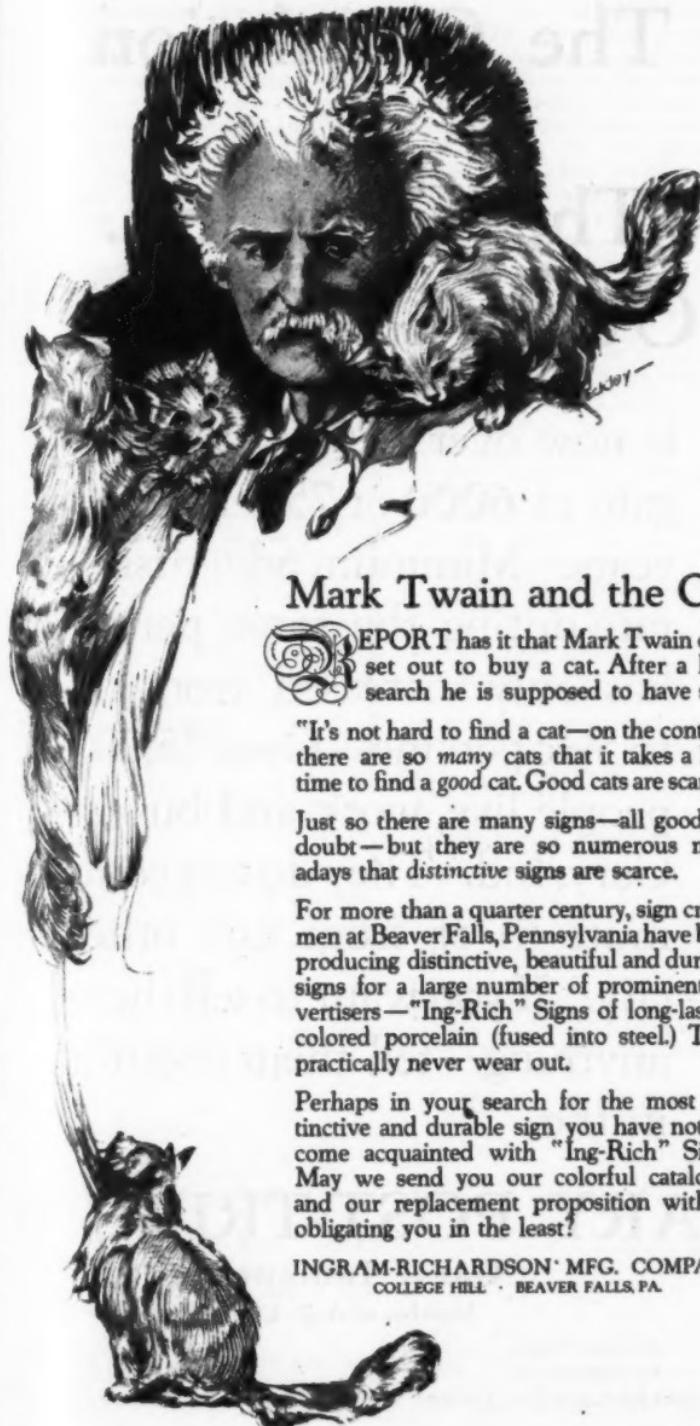
A new series of drawings was hastily made. The houses were frankly two- and three-room affairs, inexpensive to build. The nearest thing to a motor boat, was a row boat with an outboard power plant; the yachts were transformed into simple little cat-boats. The people were dressed in homely, happy-go-lucky clothes. All affectation was removed from the campaign, both as to picture and text. It had been far too highbrow for the type of buyer of that particular real estate. It had frightened the logical prospect away.

No sooner had the new series started, than results began to develop satisfactorily. Too much "high art" and flossy words had repulsed rather than attracted the crowds.

And to think that the success of an important advertising campaign may hinge upon such apparently small items!

A few years ago, it might not have made so much difference; today, the public is more analytical, more exacting as to details.

The builder of a very large apartment house found that by introducing the word "Gardens," which was less commercial than



## Mark Twain and the Cats

**R**EPORT has it that Mark Twain once set out to buy a cat. After a long search he is supposed to have said:

"It's not hard to find a cat—on the contrary there are so many cats that it takes a long time to find a good cat. Good cats are scarce."

Just so there are many signs—all good, no doubt—but they are so numerous nowadays that distinctive signs are scarce.

For more than a quarter century, sign craftsmen at Beaver Falls, Pennsylvania have been producing distinctive, beautiful and durable signs for a large number of prominent advertisers—"Ing-Rich" Signs of long-lasting colored porcelain (fused into steel.) They practically never wear out.

Perhaps in your search for the most distinctive and durable sign you have not become acquainted with "Ing-Rich" Signs. May we send you our colorful catalogue and our replacement proposition without obligating you in the least?

INGRAM-RICHARDSON MFG. COMPANY  
COLLEGE HILL · BEAVER FALLS, PA.

# The Circulation of The Gary, Ind. POST-TRIBUNE

is now over 14,000 Daily—a gain of 6000 or 75% in three years. Minimum advertising rate during the same period has only increased from 5c to 5½c per line. Over 75,000 people live, work and buy in Gary, Ind. They do not commute to or from any other city. If you want to sell them anything—tell them about it in the .

## GARY POST-TRIBUNE

Gary, Indiana

Member of A. B. C.

Western Offices  
Knill-Burke, Inc.  
122 South Michigan Ave., Chicago

Eastern Offices  
Knill-Burke, Inc.  
Brokaw Bldg., N. Y.

his former name, the response to advertising was greater.

Another advertiser of a series of connected apartment houses used line drawings of the buildings in the aggregate and while they were attractive, architecturally, things were "slow." One of these structures boasted an unusually beautiful cathedral-like

*Washington Square is the one neighborhood in New York which still has the quiet and quiet character of fifty years ago. The new apartments at 33 Fifth Avenue retain the old-world atmosphere, adding the conveniences of modern life. It is available to everyone. Modernizing operations are of three and four rooms with dining alcoves and kitchens. July or October occupancy can be arranged now.*

*Advertisement prepared by - Film Department*

**DOUGLAS L. ELLIMAN & COMPANY, INC.**  
17 West 42nd Street, New York  
Managing Agent

**33 FIFTH AVENUE**  
Southwest Corner 33rd Street

A NEW YORK NEIGHBORHOOD THAT WAS ONCE PASSED OVER NOW HAS ROMANCE TO SELL

entrance. A vignette of this was made and substituted for the vista of all the buildings, and things "picked up." There was something about the quaintness and charm of the old-style doorway which intrigued imagination.

Here is an interesting case: One entire block was made up of unusually picturesque little two-family houses, which were done after the English style. They had their own strips of green grass, boxed flowers, hedges, red-tiled roofs, and unconventional windows and doors.

Various views were shown looking down the street, and it would appear that no better type of illustration could be devised. Result—a failure.

Along came the expert who was accustomed to analyzing such problems.

And this is what he said: "You'll never get people there by showing the entire street with forty or fifty of these houses. It looks congested, crowded. It has the "tenement" appearance, despite the charm of the houses, individually. Let people find out that there is a community of these—when they visit the property. Seeing the real thing is vastly different from seeing it in a picture. You do not have to tell all you know in copy or in pictures. Take just one of the houses and show it in detail—bring it well up to the front. Show a mother and a child—no more figures than that. Elaborate on the lawn and the flowers, although it isn't necessary to exaggerate in the least. And as all of these houses are slightly different in design, select the one which is least commonplace."

When the change was made the advertising prospered.

In an advertisement which carried four interesting little pen-and-ink drawings of four features of an apartment, such as refrigeration, motor-driven dishwashing machine, an incinerator and a playground for children, this text was set in bold-face type, and is indicative of the modern trend in real estate appeal:

Ready for inspection, 300 feet above and overlooking the Hudson, are fourteen fascinating buildings, containing 354 apartments, conceived by Dr. Charles V. Paterno, to beautify the property opposite his Castle home.

Observe that the advertiser brings in the note of his personal viewpoint, "desirable neighbors," and apartments which add to, rather than detract from, a residential section. Then it continued:

Hudson View Gardens will be a bower of architectural and natural beauty, landscaped by Robert Gridland. In addition to the features listed on the left, there are four radio outlets in each apartment, kitchen cabinets, community steam laundry, day nursery, door bed compartments, some extra dressing rooms, restaurant, garden restaurant, barber shop and beauty parlor, Post Office sub-station, house and ladies' maid service, tailor and valet service.

It may appear ridiculous, that

the installation of radio sets in apartments would bring greater public response to advertising, but this has really happened.

Weaving in the spirit of romance, real estate men claim, is largely responsible for the increased activity in this field and the willingness of advertisers to use ever larger space to exploit their ventures. Technical descriptions have given way to the lure of language as applied to scenery and living luxuries. A piece of property must be merchandised on paper, much as a product is described and illustrated. There must be "heart" in the appeal.

To drink in the beauties of Fieldston is to want to drink of them forever. Its winding roads, lovely, restricted homes, its century-old trees, towering high. Its little ponds, fed by springs—its wealth of dogwood, never more beautiful than this springtime.

Drive out today and see for yourself what Fieldston is among communities. A place of homes and community spirit, with its own delightful clubhouse, private roads, wonderful schools, and natural woods. Fieldston is the country—right in the city. With the smell of the thick woods to put you to sleep, and the bracing air of the heights to keep you well and strong.

And it is in the increased artistry of real estate advertising that a firmer foundation of returns has been realized. The campaign which was content with a crude cut of a building, is now obsolete.

"Atmosphere," that sometimes intangible yet always essential attribute of the advertising of the hour, has widened its scope in real estate advertising. It is said that a certain architect, in designing a great New York apartment house, was told to design a magnificent doorway which could be made the trade-mark of all advertising. In fact, the advertising would be literally based upon it. This was done and the idea carried out, as per program. The entire structure was never shown, but the entrance, like that of some quaint English baronial hall, has become famous.

People are very largely sold real estate, apartments, homes, in this generation, on the strength of special added luxuries, novelties, or comforts.

## Advertisers Association's Industrial Film to Trade

The McCord Radiator & Mfg. Company, Detroit, is co-operating with the Automotive Equipment Association in directing the attention of dealers to the association's industrial motion-picture film, "Profitable Maintenance." In a series of automotive trade-paper advertisements the McCord company informs the trade of the film and its purpose which is to stimulate business.

"I'm Comin' Your Way" is the caption of one advertisement which is devoted entirely to promoting the film, "I carry a message of importance to you," the text continues. "Your shop may be on Main Street or on the alley just off, but regardless, my story will help you profit more as a result of your good workmanship."

"Ask your jobber for the date when I will appear. Come and meet me that I may tell you the story of more profits through the use of dependable parts."

The film appeals to the garage man and repair-shop owner in a humorous vein. It promotes the use of genuine replacement parts purchased from either jobbers or car dealers. Its captions are written in the vernacular of the mechanic.

## A Copy Angle for Thrift Advertising

Reflection must convince one that only a few people are inspired to thrift by the moderate rate of interest paid upon savings deposits, declared Clinton F. Berry, advertising manager, Union Trust Company, Detroit, speaking before the Financial Advertisers' Association at the London Convention of the Associated Advertising Clubs of the World.

"A much more inspiring incentive," he said, "is the use of capital after it is saved. Hold up before a man or woman a vision of home-ownership; of business proprietorship; of financial freedom; of rest and comfort in old age; or even of vacation, travel or the use of an automobile; and you make thrift more attractive than an offer of 3 per cent or 4 per cent could ever do."

## Advertising Business Formed at Shanghai

An advertising business has been formed at Shanghai, China, under the name of The China Advertising Service, Inc. Miss A. A. Matthias, for the last two years advertising manager of Andersen, Meyer & Company, Ltd., is manager.

## "The Fashionist" Appoints Western Representative

*The Fashionist*, New York, has appointed William T. Diehl, Chicago, as its Western representative. His territory will be west of Buffalo and Pittsburgh, but not including either city.



Charles Daniel Frey  
*Advertising*  
INCORPORATED  
A GENERAL AGENCY  
30 North Michigan Avenue  
Chicago

CREATORS OF NATIONAL ADVERTISING SINCE 1911

## Adding Another Salesman with an Advertising Character

**A**MONG manufacturers are extremists who build their merchandising plans on the theory that advertising is the complete operation of selling, and there are other extremists who rank personal representation about 99 per cent of their distribution programs.

The business-paper advertising of The Davidson Manufacturing Company, Limited, Montreal, Que., should interest these manufacturers since the advertising character used in its current series represents a compromise of their views. This character, "The Senior Salesman," seeks to secure interest by giving dealers the impression that they are having a chat with an old friend, who, through years of experience on the road, realizes that their interests come first, and that anything said to them is spoken through sheer friendliness and good-will.

A salesman selling at long distance! Yet all advertising may likewise be thus described. So, in this instance, the character demonstrates the purpose of all advertising—to create good-will and demand, and subsequently, sales.

Originally, the character was conceived to relieve the advertising of its sameness as there seemed to be little new to be said to the trade about the company's hardware lines. The series follows a certain style. Each advertisement, using page space, is devoted to a single product of the company's various lines. A caricature at the top gives the keynote of friendliness. "The Senior Salesman" is usually showing the product under consideration. An illustration of the product follows in the text. Near the signature of "The Senior Salesman" is a drawing of his face, a smiling, intelligent chap of middle age. The series has achieved an importance in the company's selling scheme on its own merits, rather than through any calculated plan.

While designed primarily to interest dealers, the advertising was found to be promoting a better spirit among its salesmen and an interest on their part in the advertising of their company. No such interest has ever been manifested over any advertising previously done.

With the continued appearance of "The Senior Salesman," who is presented as a very ordinary, very human, very optimistic, and very loyal employee, the company found that both the trade and their own salesmen were displaying a marked curiosity as to the identity of the character.

At the present time the entire sales force of the company is co-operating in the preparation of the talks by "The Senior Salesman." At the regular weekly gatherings of the salesmen their opinions are freely invited and their suggestions carefully noted.

The form of the discussions in the series has been clearly defined, the reaction of both salesmen and dealers having been carefully considered. The series does not attempt to preach to dealers, nor to convey the idea that they are reading a sales argument.

Advertising characters usually suggest pictorially the product they represent. But the Davidson company has many lines. What could be better than, than a personality compounded of successful salesman types with which every dealer is familiar. And dealers have grown to associate the conversation and the face with the Davidson company, just as surely as though "The Senior Salesman" visited their stores at regular intervals.

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### Advanced by American Sugar Refining Company

E. Francis Hertzog, assistant advertising manager of the American Sugar Refining Company, New York, has been appointed advertising manager.

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Wainwright Randall, of the advertising department of the Montreal office of the British Empire Steel Corporation, Montreal, has been transferred to the headquarters office at Sydney, N. S.

July 24, 1924



# HOME!

Los Angeles, an Empire of Homes, has a larger percentage of homes owned than has the entire nation. Its purchasing power per capita is greater than any other city in America!

## LOS ANGELES EVENING HERALD

*is acknowledged as Los Angeles' Home Newspaper.  
97% of its circulation, the largest daily in the entire west, IS CONCENTRATED IN LOS ANGELES AND IMMEDIATE SUBURBS!*

### *Representatives:*

G. LOGAN PAYNE CO.,  
401 Tower Bldg.,  
6 N. Michigan Ave.,  
Chicago.

H. W. MOLONEY,  
604 Times Bldg.,  
New York.

A. J. NORRIS HILL,  
710 Hearst Bldg.,  
San Francisco.

# Service

Having gained the Confidence of its readers and of the advertising public through a policy of fair dealing and honest effort, THE ROTARIAN has retained that Confidence by rendering efficient Service for more than thirteen years. Its progress, both in reader interest and advertising patronage, has been of steady and gratifying growth.

THE ROTARIAN has gained its right to the title, "The Magazine of Service," as has Rotary to its slogan, "Service Above Self."

## THE ROTARIAN

The Magazine of Service  
CHICAGO

*Member Audit Bureau of Circulations*

Advertising Manager, Frank R. Jennings, 221 East 20th Street, Chicago

Eastern Representatives: Constantine & Jackson, 7 West 16th St., New York

Subscription price \$1.50 in U. S., Newfoundland, Cuba and other countries to which minimum postal rates apply; \$1.75 in Canada; \$2 in all other countries.

*Published Monthly by Rotary International*

# New Business through Employees

A Discussion of the Methods by Which Banks Secure Spare Time Selling Effort from the Employed Personnel

By G. Prather Knapp

**W**HAT makes the employee solicit new business, what sort of new business can he produce, and what does such production cost? This method of obtaining new business is peculiar to banks, and what is here set forth as a discussion of this subject is drawn from that field.

The term "employee," in the sense used here, means a member of the inside clerical force of a bank. It excludes officers and those persons who are hired to do full-time solicitation work. This distinction is an important one because I do not know of a case where a bank was able to secure new business through the efforts of persons who made their living by securing such business at anything like as low a cost as the figures recorded for banks who have used the spare time of employees who were paid for doing something else.

On the face of it, it would seem that the employee drive offers a method of securing effort which is not charged to the bank at its real value. As a matter of fact motives behind employee effort for new business are only partially pecuniary. Such effort is primarily dictated by desire for recognition and hope of advancement on the part of ambitious young men and women, who see in the employees' "New Business Contest" an opportunity to bring their names to the attention of executives, and who really work for salary increases rather than prizes or bonuses.

By the same token, the actual new business secured is only a part of the benefits which the bank's management may derive from well-conducted new business drives among employees. The collateral benefits resulting are often superior to the benefits in direct new business. Some of these are as follows:

First, specialized employees are led to study the bank's business as a whole.

Second, routine workers are given a sense of individuality.

Third, executives of the bank learn a great deal about the human assets of their institution, which might not otherwise come to their attention.

Some recent examples of the practical success of spare time effort by employees as producers of new business in volume and at low cost have been furnished by the Chatham & Phenix National Bank of New York, the First National Bank of Chicago, the Guardian Trust and Savings Bank of Cleveland and the First National Bank of St. Louis.

The First National Bank of St. Louis, with its affiliated institutions, the First National Company and the St. Louis Union Trust Company, conducted a drive lasting eight weeks which was known as the Employees' Live Wire Savings Campaign.\* It produced 9,800 new savings accounts with total initial deposits of \$800,000, an initial average per account of eighty-one dollars.

Records as to the exact cost per account of the new business secured have not been issued by the bank, and as a matter of fact, such costs are seldom compiled with complete accuracy.

If the 9,800 accounts had been all average accounts, i.e., at the exact rate of eight dollars each, they would have cost twenty-five cents each, or \$2,450 for bonuses. Team prizes would have added \$725 and individual prizes \$300. The inaugural banquet and the closing banquet would probably have cost not less than \$1,000 each. The weekly paper, "Sparks," would have cost about \$1,000 to print for

\*For a detailed article on this campaign and its result see page 133 in PRINTERS' INK of May 29, 1924.

eight weeks. So that we may guess a minimum total cost for the contest of something like \$6,000, which would be less than one dollar per new account secured.

The First National Bank of Chicago ran its contest for six months during 1923, and reported 26,000 new accounts, with close to \$100 initial average balances and a total cost well under two dollars per new account.

The Guardian Trust and Savings Bank of Cleveland ran a spring drive commencing March 1, 1924, and ending April 5, 1924, which secured 8,728 new savings, checking and trust relations with total initial deposits of \$5,540,000.

The Chatham & Phenix National Bank of New York introduced a variation in the ordinary method by simply asking the employees to distribute a pocket utility for saving dimes and to collect one dollar as payment for this utility from anyone who thought it worth the money. The compensation system was worked out on a prize and bonus basis. The figures are not available because the drive is not completely closed as this is written, but Vice-President Harry Johnston, of the Chatham & Phenix, is authority for the statement that a highly satisfactory number of successful contacts were made by the employees and that a still more satisfactory percentage of the utilities distributed brought their holders into the bank with new accounts.

A negative view of the employee contest is expressed in the Bulletin of the Financial Advertisers Association by M. E. Dukes, of the International Trust Company, of Denver, Colo., as follows:

"We have tried employee contests and obtained desirable business that way. Some of this business has remained. Most of it stays only until some other bank has an employee contest, when it goes to that bank and remains for a few weeks until a third bank has a contest. It is our experience that this business is too flighty to stay in the bank for the few months which it would take us to sell our institution to the bulk of it."

The expression of this feeling

is, I am convinced, not nearly so prevalent as the feeling itself. No every bank which conducts a new business drive for employees is altogether satisfied with its effect on the deposits of the institution or the morale of its force.

As a matter of fact, bank salesmanship, like any other form of salesmanship, is a matter of personal skill and personal method. The operations of a force of employees soliciting new business are like the operations of any other force in soliciting new business—dependent for success on the good offered, the field of operation and most important of all, on the management back of the whole operation.

Some of the underlying obstacles which should be constantly born in mind are these:

First, the effort to get new customers must be made to enhance rather than to diminish cordiality and service to existing customers.

Second, the competitive spirit must be fostered in so far as it produces friendly emulation, but not to the extent of lessening cooperation and kindliness among the force.

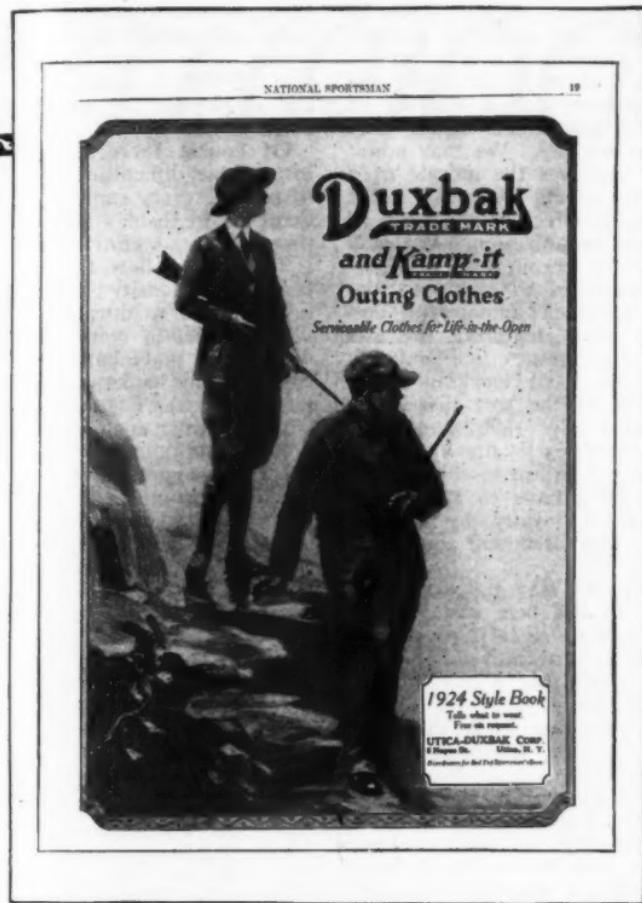
Third, whether money prizes or money bonuses are offered, it must be recognized that employees expect recognition and promotion. They would not accept position as full time solicitors at less than three dollars to five dollars per account, and when hopes are raised and ambitions awakened by a new business contest, it is up to the bank to assist in the fulfillment.

Some of the negative notes to be watched by the manager of an employees' new business drive are:

- (1) Legal aspects of accepting deposits outside of the bank's building.
- (2) Unfair advantages likely to be taken by employees who come in contact with customers.

(3) Possibility of artificial results through the opening of accounts which will not stay open; the division of existing balances among wives, children and other relatives; the transfer of balances from one account to another and the securing of mere complimentary business which opens at a small amount and never increases.

To make a parallel of advantages and disadvantages we might

*A Moser & Cotins Client*

A national advertising agency located in the *center* of New York State to provide intimate, thorough service to the industries of the state.

# MOSER & COTINS

## *Advertising*

UTICA, N.Y.

Member: American Association of Advertising Agencies

say that the new business drive by employees may secure a number of new accounts at a low cost per account, but may get credit and incur expense for a number of new accounts which would have come in anyway. We may admit that it improves the morale of a force as a selling organization, but question its effect on the force as a clerical organization. We may praise it for encouraging and giving recognition to ambitious potential salesmen among the employees, while deplored the fact that it discourages and unjustly reflects on hard working detail employees of the sort that every bank must have. We may claim that it increases loyalty by affording pay and praise to the winner, but we may have to admit that it decreases loyalty by causing jealousy and discontent among the losers.

Finally, we may judge such an activity as the best sort of new business effort since it pays every cent of its cost into the pockets of the bank's own people, but we must definitely recognize that it uses up time that would otherwise be spent in rest, recreation, study or bank duties.

Balancing the credits against the debits, I am strongly in favor of steady employee effort for new business, provided it be properly organized and efficiently managed.

I do feel that advance in this field should be in the direction of continuous and co-operative effort rather than in the fostering of spasmodic and perhaps feverish contests or drives. I would like to see the new business attitude and the proper selling stimulus applied to every employee of a bank, every day of every year. Any form of bank promotion gets better results when steady pulling takes the place of intensive driving.

I am pretty thoroughly convinced that the right sort of employee works for present recognition and ultimate progress rather than for any prize or bonus. He wants a more responsible job, the feeling that he really belongs to the institution, and bigger earnings. The real objective should be, not

so much new customers at a few cents each, as the upbuilding of a strong business-getting organization in which directors, officers and employees are equally members.

Of course there are well-nigh insuperable difficulties in the way of making every employee a salesman of the bank's service at all times. Special effort of this sort is bound to follow the physicist's law that intensity is always in inverse ratio to duration.

Therefore, to point out certain difficulties that have been encountered by banks operating new business drives is by no means to advise against such drives under proper conditions.

I only suggest that the educational opportunities be emphasized by including lectures on approved methods of bank development and that the rivalry feature be somewhat minimized by making compensation more on a bonus and less on a prize basis.

Finally, I would urge the closest attention to the drive while it proceeds on the part of the responsible executive of the bank and its personnel officer.

### Registers Fifty-Year-Old Trade-Mark

The Wells-Abbott-Nieman Company, Inc., Schuyler, Nebr., has made application for registration of its trade-mark, "Puritan," for use on wheat flour. While use is claimed since 1887, J. W. McKee, sales manager, informs *PRINTERS' INK* that the Puritan brand has been on the market for fifty years, but that the trade-mark was owned in England and that the company is only now perfecting the title.

### New Account with John S. King Agency

The advertising account of The United States Air Compressor Company, Cleveland, Ohio, has been placed with The John S. King Company, advertising agency of that city.

### Harry H. Tammen Dead

Harry H. Tammen, editor and part owner of the *Denver Post*, died in that city on July 19. He was sixty-seven years old. With his partner, Fred G. Bonfils, he formerly owned the *Kansas City Post*. They purchased the *Denver Post* twenty-nine years ago.

# ETHRIDGE

TO be facile with pen and ink, know its limitations and the many problems involving reproduction requires an artist that deserves the name of "Master."

We have many such masters.

**NEW YORK • 25 East 26th Street**



# To my Good Friends THE ART MANAGERS

On August 1<sup>st</sup> I will open my own studio ~ under my sole direction ~ offer you the finest Illustrative and designing talent ~ brains skill and artistic values ~ that intimate personal supervision I have always given to insure accuracy and the correct interpretation of your own ideas ~ and my own handiwork plus my experience in the able selection of the best artist to do a given job.

J. ALBERT  
**CAVANAGH**  
FORMERLY OF  
CAVANAGH & BENSINGER  
INCORPORATED  
*Art for Advertising*  
2 WEST 46<sup>th</sup> STREET.



MORE SKILL IN CREATION ~ MORE CARE IN EXECUTION

## Some Pointers on Direct Mail in Industrial Advertising

By Ezra W. Clark,

Advertising Manager, Clark Tructractor  
Company, Buchanan, Mich.

THE men in the industrial field who receive direct mail have a different mental equipment from those receiving direct mail in any other advertising field.

Our messages go to men of trained minds, men with mathematical minds, who have been trained along lines of engineering and who are accustomed to think precisely and who express their ideas crisply and concretely.

These men are more honest than other men—mentally. Their training leads them to think in terms of exactness rather than in terms of generality. They are not prone to imagination. They abhor exaggeration. Direct-mail campaigns must bear these facts in mind: Presentation must be orderly; visualization must be simple; conclusions must be logical.

The form of the message will vary as to the needs of the situation. As a rule, "performance copy" is considered best. The American mind, however, is easier intrigued by increased earnings than by savings.

Few men are interested in how much they can save per year, whereas all men are interested in how much they can increase their earnings per year. Tell a man you can save 3 per cent on labor costs and you interest him. Tell him that you can increase his dividends 3 per cent per year and you interest him vitally. Savings are negative. Earnings are positive, and a positive message is always the more potent.

Therefore, "performance copy" with an emphasis on how earnings may be increased by the advertised equipment is the most effective.

From a paper presented at a meeting of industrial advertisers at the London Convention of the Associated Advertising Clubs of the World.

In the preparation of direct-mail advertising, we must not overlook the influence of color. Men are as susceptible to color influences as are women. Wise advertisers make liberal use of color in direct mail. Those who keep account of the returns from various campaigns have found that the use of color increases the returns of a good campaign from 20 to 35 per cent.

It is well to avoid too elaborate direct-mail pieces. Men in the industrial field are prone to question the propriety of an expensive mailing piece. They know someone must pay for extravagance and they know full well that the ultimate consumer pays—if not now, eventually.

Personally, I have always followed three rules in the preparation of a piece of direct-by-mail and in the planning of a complete direct-mail campaign. These three principles are also applicable to any advertisement or any advertising campaign. (1) State a worth while fact; (2) Dramatize that fact, and (3) Move to action.

Briefly summarizing, I would say that the successful use of direct mail in industrial advertising is dependent upon the preparation of a good mailing list, a well-planned campaign and a prompt follow-up of all inquiries, the whole of this work being co-ordinated with the activities of the sales force in the field and the advertising that appears in the business press.

### H. M. Standbridge with American Press

H. M. Standbridge, formerly with Morse International Agency, New York, and the New York *Evening Journal*, has joined the sales staff of the American Press Association, as manager of its Philadelphia office.

### J. S. Brock with International Paper Company

J. Spencer Brock has become associated with the Philadelphia office of the International Paper Company. He was at the time president of the Fiester-Owen Press which has since gone out of business.

## Sun-Maid Advertises a New Product to the Trade

Business papers are being used by the Sun-Maid Raisin Growers Association, Fresno, Calif., to advertise a new product, Sun-Maid Pie Fruit. This is a raisin pie filling which is sold in cans, mixed, cooked and ready for immediate use.

The product is reproduced in the advertising together with a cut which shows an opened carton containing six cans. The number of pies which can be made from the contents of one can is shown in illustrations.

"Get Sun-Maid Pie Fruit from your wholesaler and feature this new kind of raisin pie as Sun-Maid Fruit Pie," says one advertisement in a restaurant trade paper. "It will be known by that name all over the country. Give it this distinctive name at the start."

"We will help you build new business in Sun-Maid Fruit Pies. Let us send you attractive free display material featuring this new kind of raisin pie."

This material can be obtained, the copy informs, from the association's nearest distributing agent. The addresses of these agents are given in a list which appears on one side of the advertisement.

## Common Trade Practice Cannot Be Adopted as Trade-Mark

The United States Patent Office has denied registration of a blue stripe in the welt of silk stockings as an exclusive trade-mark to the Concordia Silk Hosiery Company.

Registration was objected to by the McCallum Hosiery Company. The McCallum company claimed that it has long been a practice of the trade to use stripes or bands of different colors at various points on the welt of stockings. The objection was supported by evidence which proved that the McCallum company had so marked its stockings at a date prior to that given by the applicant.

## Paul Hayden with Blackman Agency

Paul Hayden has joined The Blackman Company, Inc., New York advertising agency, as an assistant account executive. He was formerly with the Richard A. Foley Advertising Agency, Inc., and the Eugene McGuckin Company, both of Philadelphia, and the Columbia Phonograph Company, Inc., New York.

## Hot Tamale Account for Crook Agency

A national advertising campaign is being planned by the Walker Properties Association, Austin, Texas, on its new product, Walker's Red Hot Tamales. This company also is the maker of Walker's Chile and Mexican Chile Powder. This campaign will be directed by the Crook Advertising Agency, Dallas.

## Dealers Advertise to Lessen Returned Goods Practice

The Cincinnati Retail Merchants Association has been conducting an advertising campaign against the returned goods evil. One of the appeals that it is making to the Cincinnati buying public reads as follows:

"Cincinnati stores, members of the Retail Merchants Association, have found that a startling amount of merchandise is being returned by the purchaser for one reason or another. This growing tendency to return merchandise puts an unnecessary burden on the public, by increasing the cost of doing business, adding to the retail selling price of articles consumed by their customers.

"Goods returned seldom come back in as perfect condition as when sent out, and oftentimes require a mark-down with a resulting loss to the merchant. Many times, a loss of sale results by an article being out of stock. Will you not co-operate with the retail merchants by making a more careful selection of the articles bought? Buy wisely and well and help reduce this uncalled for waste of returned merchandise."

## Canadian Salt Company Has New Product

The Canadian Salt Company, Ltd., Windsor, Ont., manufacturer and advertiser for some years of Windsor Table Salt, has placed on the market Windsor Iodized Salt, a preventive of goitre, which has received the official sanction of the Ontario Board of Health. This product is now being advertised. The campaign is directed by McConnell & Fergusson, advertising agency, London, Ont.

## Has "Carbona" Advertising Account

The Carbona Products Company, Carbona cleaning fluid, has placed its advertising account with The Henry Advertising Company, New York. A small campaign has been started in the Paris editions of two American newspapers, the object being to impress the American tourist with the fact that he can obtain American products abroad as well as at home.

## Appoints E. Katz Special Agency

*The Southern Cultivator and Dixie Farmer*, Atlanta, Ga., has appointed the E. Katz Special Advertising Agency, New York, as its national advertising representative.

## Chevrolet Appoints J. E. Grimm, Jr.

J. E. Grimm, Jr., has been appointed advertising manager of the Chevrolet Motor Company, Detroit, Mich.

*First Six Months 1924*

# Gain

**330,610 Agate Lines**

*Over Same Period 1923*

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The largest gain made by any Los Angeles newspaper

—*Los Angeles Times*

The only Los Angeles newspaper showing a gain in National Advertising

—*Los Angeles Times*

Led its nearest rival in Local Display Advertising by 1,697,794 agate lines

—*Los Angeles Times*

Printed 983,500 more agate lines of Classified Advertising than the next nearest paper

—*Los Angeles Times*

Overwhelmingly first in National Advertising, Classified Advertising, Local Display Advertising

—*Los Angeles Times*

**96% Home Delivered Circulation**

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# Los Angeles Times

Eastern Representative

WILLIAMS, LAWRENCE & CRESMER COMPANY  
225 Fifth Ave., New York      360 North Michigan Ave., Chicago

# Breaking a Deadlocked Market with Advertising

Newspaper Advertising Brings Dinner Patrons to a Restaurant That Was Getting Most of Its Business from Supper Dancers

By James True

**T**HIS is the simple account of a man's accomplishment of a thing that had been demonstrated to be apparently impossible. Within a very few years, six other men had failed, losing everything they put into similar ventures. Then Meyer Davis came to Washington, D. C., looked over the field, studied the failures, correlated and balanced the appealing factors of his proposition, told the public about it with advertising, and succeeded in a short time.

The important fact of his experience is not merely that Mr. Davis established a high-class cafe, "Washington's Smartest Restaurant," after others had failed, but that he analyzed his proposition and applied advertising in a way that has its lessons for those in many other lines of business. His success is considered the more remarkable because he had not had any experience in running a restaurant.

Mr. Davis is an orchestra leader and manager, and now has about seventy-five orchestras under his direction. It is his business to furnish good music for all kinds of high-class entertainments. Before he started his restaurant in Washington, two years ago, his Le Paradis Orchestra had been on the Keith Vaudeville Circuit for many months. He called his restaurant "Le Paradis," and during the two weeks previous to the opening of the restaurant the orchestra was the feature act of the local Keith Theatre.

"There was no doubt that the popularity of the orchestra, when it was transferred to the cafe, would bring the crowd for two or three weeks at least," Mr. Davis said. "But I realized that a popular orchestra was not

enough to assure the success of the venture. I would have to provide a variety of excellent food, just the right atmosphere, and then not only tell people about it but remind them continually of what we were offering.

"So you see I had decided there were four principal factors to the proposition. We made sure that we had completed and rounded out the first three factors, then we began telling the public.

"Since our opening announcements, our advertisements have been small, ranging in the newspapers from fifty to 250 lines. We have been users of space in every paper in Washington. To attract out-of-town trade we have used several society journals in other cities. And, since so much of our patronage comes from after-theatre parties, we have used quarter and half pages in all of the Washington theatre programs.

## TWOFOLD RESULTS

"The results have been two-fold. Our advertising has attracted many new patrons. We know this because of our dinner business. Since we opened, we have had just about as many supper patrons, on the average, as we could accommodate comfortably. The entire business was profitable from the start; but the dinner patronage was never quite as satisfactory as we desired until we began to advertise it. A little over a year ago, we began the publication of a series of dinner advertisements, and we usually mention the fact that we make no cover charge for dinner in all advertisements. Since we began this policy our dinner business has increased about 150 per cent.

"The direct result is also proved

# THE CALL

San Francisco's  
Leading Evening  
Newspaper

- FIRST** in Circulation in the San Francisco evening newspaper field by more than 31,000
- FIRST** in total Daily Display Advertising, 6 days against 6
- FIRST** in Department Store Advertising, 6 days against 7
- FIRST** in Food Products Advertising, 6 days against 7
- FIRST** in Automobile Advertising, 6 days against 6
- FIRST** in Women's Wear Advertising, 6 days against 7
- FIRST** in Shoe Shop Advertising, 6 days against 6
- FIRST** in Drug Store Advertising, 6 days against 7
- FIRST** in Medical Advertising, 6 days against 6
- FIRST** in Proprietary Articles Advertising, 6 days against 6
- FIRST** in Cafe and Restaurant Advertising, 6 days against 6
- FIRST** in Schools and Colleges Advertising, 6 days against 6

To be **FIRST** in its field is an achievement of which any newspaper well may be proud. To be **FIRST** in every important classification and division distinguishes that newspaper as pre-eminently the greatest advertising value in its territory. In the case of The Call, it sets that journal before you as sufficient, alone and by itself, to your advertising requirements in the San Francisco Bay region.

# Are you using afternoon papers on the Pacific Coast?

BIG centers of population are in the East. Most big news stories break there. And because of the difference in time, these events are chronicled in afternoon papers on the Pacific Coast *the same day* they happen.

As an example of afternoon newspaper strength here, consider Portland\*, Oregon. There are 103,000 families in the market. The Telegram and one other evening newspaper have a combined circulation of 102,672 with minimum duplication. No other paper or combination so intensively and so economically covers the territory.

The Telegram is Portland's only afternoon Associated Press paper. Seventy-four per cent of its circulation is concentrated within a 40-mile radius and is steadily growing. Portland department stores know it brings them more business. It will bring you more, too.

We maintain a merchandising department that will help you get maximum distribution and dealer interest. Let us tell you how we will cooperate.

*\*Portland's population is only one-third that of the entire state. The other two-thirds are another market. They have ten jobbing cities. They are best reached through their own twenty-four home-town dailies.*

## Portland, Oregon, Telegram Portland, Oregon

Lorenzen & Thompson, National Representatives  
New York Chicago San Francisco Los Angeles Seattle

by the immediate response to our announcements of special entertainments. So we knew the extent of our immediate advertising return; and I think that it demonstrates the most valuable effect of our advertising. Of course we must have a continuous flow of new patrons; but in a city the size of Washington it is the frequent return of regular patrons that makes a business of the kind successful, and we know that our advertising has been invaluable as a reminder and that it serves constantly to increase our regular patronage."

About the time Mr. Davis opened Le Paradis, two years ago, a representative of one of the broadcasting stations in Washington came to him and proposed that Le Paradis Orchestra be featured on the radio program twice a week. The orchestra gave the radio concerts for about four months, as proposed, and then continued to radiocast once a week for a couple of months longer. As expected, it was an exceptionally popular radio feature, owing to its vaudeville success.

"In checking up results," said Mr. Davis, when telling of the radio concerts, "we could not find any direct evidence to prove that the radiocasting was bringing us any business whatever, although the name of the orchestra was announced both before and after every number. Theoretically, of course, we were willing to agree that it was reasonable to suppose that the publicity must be doing some good; but when it came down to a matter of fact we couldn't prove it. We withdrew from the radio program, and continued our advertising in regular mediums.

"Since then the actual results confirm our judgment. After we quit radiocasting there was no change in the trend of our business. Our large supper patronage continued to increase gradually. The dinner business also increased slowly until we began our special advertising, and then the increase was rapid. Frankly,

we were surprised, after radio-casting our concerts for about six months, to find the results so negligible that they could not be determined.

"In comparison with our volume, we are spending a little less this year for advertising than we did last year; but of course our volume has grown and that gives us a larger appropriation in dollars and cents. During May, last year, we spent for advertising 6½ per cent of our volume for the month. During May of this year, we spent slightly more than 4½ per cent. Our total expenditure for two years has been approximately 5 per cent, and I think that we shall maintain about that rate in the future.

"As evidence of the soundness of our advertising policy, we are now building Chateau La Paradis, twelve miles from Washington on the Baltimore Pike. The demand for a high-class country restaurant with entertainment features in this community is, I'm sure, the result of the success of our Le Paradis restaurant in Washington. The Chateau will be opened on May 25, next year, and we are already planning and will soon begin our advertising campaign.

"The interest of our patrons in the new venture appears to assure its immediate success. At any rate, we know that the right kind of advertising will build up a profitable patronage quickly, for we have found that to be the way to wake up an apparently unresponsive market and keep it awake."

#### A. R. Howell with Hood Rubber Products Company

A. R. Howell has joined the sales department of the Hood Rubber Products Company, Inc., Watertown, Mass., manufacturer of Hood tires and footwear. During the summer he will make a lecturing tour of the company's branch sales organizations.

#### Los Angeles Has New Sporting Publication

*The Sportsman* is the name of a new weekly publication which is being published at Los Angeles, Calif., by The Sportsman Publishing Company.

## Advertising for Students at a Profit

By D. E. Robinson

Professor of Marketing,  
Utah Agricultural College

**F**OR an educational institution to increase its enrolment over 400 per cent as the result of a single campaign, extending over four months only, during which time the machinery for handling the campaign had to be fashioned, and with an advertising appropriation that the average business would consider small in the extreme is something more than phenomenal. Yet the Utah Agricultural College has accomplished just this thing with its 1924 summer school registration.

Here are the facts: In 1923, the college had a summer school enrolment of 451. Of these, 151 were so-called Federal trainees, sent to the institution by the United States Government with all expenses paid. This left a regular registration of 300 which has been about the normal summer registration at the college for a number of years.

The registration at the 1924 summer session at the time of this writing is 1,358 and the indications point to a total registration of not less than 1,400. Of this enrolment only 49 are Federal trainees, leaving 1,309 regular registrations, or an increase of 436 per cent.

How was this tremendous increase brought about? It was the result of a sound idea, courageously formulated and exploited by good advertising.

First as to the idea.

The Utah Agricultural College is located at Logan, Utah, in Cache Valley, a mountain valley in the tops of the Rocky Mountains. Cache Valley is known far and wide for its beautiful mountain scenery, its famous Lombardy poplars, its clear summer days and its cool, invigorating nights. It is a centre from which excursions to Yellowstone National Park to the north, Bryce Canyon, Cedar Breaks, and the Grand

Canyon of the Colorado to the south can be conveniently made.

So much for the setting—an unequalled setting for a summer school.

Now for the idea.

President Peterson, of the Utah Agricultural College, saw in the location of the institution the possibilities of what he has christened "A National Summer School." That is, a school drawing its students and its teaching faculty from all over the nation—of bringing to the college, with its ideal summer climate and recreational possibilities, the greatest educators of the nation and establishing in the heart of the Rockies a fourth great summer school, rivaling Columbia, Chicago and Berkeley.

After months of careful negotiation the faculty was selected. It numbered twenty-four educational leaders, sixteen being secured to teach credit courses and eight to deliver a week's series of lectures each.

With an inviting setting for the National Summer School and a famous faculty, the task was one of "telling the world." The advertising campaign was carefully planned to include direct-mail advertising, display advertising in magazines and newspapers and poster advertising in close proximity to the college.

### LARGE SPACE USED

In the newspaper advertising large display space was taken not only because the idea needed large space to get it across but also because large space would give an impression of the bigness of the undertaking.

Advertising was done in both general and educational national magazines for a double purpose. Such advertising, it was thought, would have an immediate effect and, what seemed even more important, would serve to introduce the idea of the summer school nationally and thus lay the foundation for future advertising for coming years.

The direct-mail advertising included a four-color broadside, sent out under second-class privilege,

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a million dollars



**Arnold  
Joerns  
Company**  
— *Advertising* —

Arnold Joerns Building - CHICAGO - 26 East Huron Street

a six-page folder, a four-page folder given over to an explanation of Yellowstone National Park, and a four-page letter. The four-page letter was used principally in the answering of inquiries secured through the display advertising or the circulation of the broadside and folder. A small sticker was used on outgoing mail from the college. The entire cost of the advertising was \$9,300.

Students were secured from Arkansas, Arizona, Colorado, California, Georgia, Iowa, Idaho, Illinois, Indiana, Michigan, Minnesota, Montana, Nevada, North Carolina, New Jersey, New York, Nebraska, New Mexico, Ohio, Pennsylvania, Texas, Utah, Wisconsin and Wyoming and from England, India, China, Mexico and Canada.

The entire cost of the summer school was \$28,000 while receipts from entrance fees will run over \$30,000. While the summer session was not organized to make money, it has actually returned more to the institution than its cost.

#### "The People's Home Journal" Appoints J. W. Davidson

J. William Davidson has been appointed to represent *The People's Home Journal* in the New England territory. He also will devote part of his time to work in New York City. For six years Mr. Davidson has been with the advertising department of The Butterick Publishing Company.

#### G. L. Livingston with Lyddon & Hanford

G. L. Livingston has joined the New York office of the Lyddon & Hanford Company, Rochester advertising agency. He was formerly with the Firestone Tire & Rubber Company, Akron. More recently he has been with the Mason Tire & Rubber Company, Kent, Ohio, as export manager.

#### Berrien Walker Leaves Chas. Kaufman & Bros.

Berrien Walker has resigned as sales manager of Chas. Kaufman & Bros., Chicago, makers of Campus Togs, boys' and children's clothing. Mr. Walker joined the company in 1922, and previously had been associated with Alfred Decker & Cohn.

#### An Individual "Eat More Eggs" Campaign

The "Eat More Eggs" campaigns sponsored in various sections of the country have barely more than scratched the possibilities of their common objective. With countless other foods advertising their way into public favor, the egg might be hopelessly outdistanced were it not that so many recipes require eggs. The individual egg dealer deplores the lack of cooperative effort, but does not make good use of the opportunity that he has.

The E. E. Gray Company, Boston, importer, wholesaler and retail grocer, turns every outgoing purchase of eggs to advantage. A circular is enclosed entitled: "How and Why You Should Eat Eggs." "Nature offers the egg in a sanitary package, probably the first one put upon the market," is the entertaining introduction to a description of their nourishing qualities.

"Certain general principles about cooking eggs that will always hold good" covers the subject thoroughly with detailed recipes.

"Nothing takes the place of an egg," the text declares. The obvious is not omitted. The reader is told that having purchased a dozen good eggs, they should not be left out to spoil. "Take the same care of them as you would fresh meat or milk," is the final bit of advice.

#### Misuse of Statistics Embarrasses Research Bureaus

"Business research by our American universities is still in its infancy," said George Burton Hotchkiss, chairman, department of advertising and marketing, New York University, in addressing business research men at the London Convention of the Associated Advertising Clubs of the World.

"We have every reason to be gratified by the progress we have made," he continued. "Not the least gratifying feature is the disposition on the part of business men to accept the reports and bulletins as valid and practically useful. There is, if anything, too marked a tendency to accept the conclusions as gospel truth. Occasionally the Bureaus are embarrassed by having their reports quoted as authority for assertions and arguments that are unwarranted by their findings."

#### Restaurant Advertises to Summer Bachelors

When the family is away at the seashore or in the mountains many business men are confronted with the question, "Where Shall I Eat?" This opens up a large field of prospective customers for restaurants during the summer months. In newspaper advertising the Horn & Hardart Baking Company, of Philadelphia, is taking advantage of this opportunity to call the attention of these summer bachelors to the service which it is prepared to give them through its chain of thirty-four restaurants.

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## In Your Industry

by George H. Sheldon  
of Thresher Service

**T**HIS famous sea-power ratio guarantees just one thing—limited armament. Yet naval engagements will still be won by the ablest strategists, marksmen and sailors.

Sales victories too are still being won by those who most sensibly plan, and carry out business programs.

Do activities of your competitors sometimes make you feel like the last figure in the naval ratio? Perhaps an agency which molds its advertising from experience and common sense can add a new spark of energy to your present strength.

### THRESHER SERVICE INC.

Formerly Williams Agency - Founded 1897



136 Liberty Street, New York City  
Telephone Rector 7880 ~ Cable Flailad

# A new name *but the same fine quality of Art for Advertising*

After July 31st, Mr. J. A. Bensinger, who for the past five years has been serving clients as a member of the firm of Cavanagh & Bensinger, Inc., will continue to serve this clientele at the same address, and the same telephone number as in the past, but under the new name

## Bensinger Studios

120 West 32nd Street, N. Y.  
*Pennsylvania 1760*

The nucleus of the organization that has been so successful in making "Art for Advertising" a fulfilled promise rather than an empty phrase, has been retained. Some important additions have been made so as to more completely round out the staff and so as to guarantee to old clients, and new ones, too, a postscript to our slogan—

"*On Time.*"

# Dealer Distribution or Direct Selling?

The Retailer Still Reigns Supreme and Will Continue to Do So for Some Time to Come

NEW YORK, July 14, 1924.

*Editor of PRINTERS' INK:*

Can you refer me to any articles on the general subject of Dealer Distribution vs. Direct Selling? I want to compile a memorandum of arguments, in favor of the former, and will greatly appreciate any help you can extend.

ELMER L. ALLEN.

IT is not possible to discuss the relative merits of dealer distribution as opposed to direct selling unless one is considering a specific product. No single marketing plan can monopolize our distributing system. There is no doubt that vastly more manufacturers sell through dealers than sell direct, but that does not mean the one plan is completely meritorious while the other is to be condemned.

The above letter, however, does bring up a matter of timely importance and that is house-to-house selling. Of course, the phrase "direct selling" may mean distribution by mail or some other system. Because doorstep selling is such a prominent topic of conversation these days, though, it is a fairly safe conclusion that it is this distributive method which is generally referred to.

The situation is much the same as that which existed about four years ago, immediately after the 1920 slump. At that time, manufacturers turned to mail-order selling. As a matter of fact, not a very large number actually carried through plans for mail selling to the consumer. But a great many did give it serious consideration.

The reason for this concerted move toward the mail distributive plan was that many manufacturers had about given up hope of moving merchandise in satisfactory quantities through regular retail channels.

The latest so-called threat directed at the independent retailer is house-to-house selling. Almost every conceivable item is being marketed to the consumer through

house-to-house agents. But the retailer's doom isn't sounded by any means. If past indications are any criterion of the future, he will emerge from the battle stronger than ever before.

What is happening is that any number of retailers are taking the battle right into the enemy's territory. They are going in for house-to-house selling in a thorough and intelligent manner. And because of their established reputations, their closer contact with consumers, and similar reasons, they are beating the house-to-house seller at his own game in a surprisingly large number of instances. The electric appliance merchant is particularly adept at this.

Right here is where the manufacturer steps into the picture. All retailers who can profitably do some house-to-house selling are not sold on the idea. Others, who do think well of the plan are not equipped to carry through. What is needed in both cases is educational assistance.

In PRINTERS' INK for June 19, 1924, the leading article related how various manufacturers were working with their retailers along this very line. This article is worth reading by any concern which is considering throwing the retailer overboard. It emphasizes the accuracy of the assertion that instead of discarding the retailer, a better policy in most cases is to assist the dealer to meet his competition. The article is entitled: "What to Do When the Market Is Not Spontaneous."

A good example of the sort of help which manufacturers in a variety of fields could well afford to give their local distributors is the little leather portfolio devised by the Joseph & Feiss Company. The portfolio is called the Clothes-craft Serge Special Kit. It is sold to dealers for two dollars. It is

a carrying-case, only ten inches long by seven inches wide, and less than an inch thick. The portfolio contains a complete selling equipment, enabling the retailer or his salespeople to leave the back of the counter and go out into the highways and byways to drum up trade.

Another good idea is that used by the Fox Furnace Company, maker of warm-air furnaces for residences. One of the difficulties about selling furnaces is found in the disinclination of the average person to visit the dealer's store. Yet, very few will buy until they actually see the furnace. Obviously, it is not possible to bring a furnace to a prospect's home merely for examination or to take it apart for the prospect to examine, section by section. Consequently, the Fox Furnace Company made a series of enlarged photographs showing every detail of furnace construction. Prints of these photographs, mounted on linen, with hinged margin, are assembled in a leather holder, size nine and one-half by eleven inches and offered to the dealer as an aid in selling in the prospect's home.

There are all too few of these plans for equipping the dealer to give battle to his house-to-house competitor. Of course, even without this aid, retailers will survive this competition and emerge supreme as before. Still, enormous sums of money are invested each year by manufacturers in dealer-help material and right now we can think of no better way to use this appropriation in many industries than to devote it to practical methods of assisting the retailer to do combat with his house-to-house rivals.—[Ed. PRINTERS' INK.]

### F. G. Yaniz with "Revista Universal"

F. G. Yaniz has been appointed advertising manager of *Revista Universal*, a Spanish publication printed at New York and circulated as a Sunday supplement by several Latin-American newspapers. In the last six years Mr. Yaniz has been associated with the foreign departments of Frank Seaman, Inc., and The Martin V. Kelley Company.

### Sees Opportunity in Retail Advertising

Most retailers are depriving themselves and their businesses of the results that inevitably follow sane, sound, long-distance, prestige-building, name-and-institution-selling advertising, declared Verne C. Divine, president of the Standard Corporation, New York, addressing a meeting of the Associated Retail Advertisers at the London Convention of the Associated Advertising Clubs of the World.

Because of their background, he said, retail advertisers aim solely at specific results today, thus shutting out an appreciation of those elements which progressively and constructively build up business. Advertising must do more than sell goods today and tomorrow, he pointed out. It should sell the institution's good name; create a good reputation; inspire public faith and confidence in the store and its merchandise.

"Isn't there a great opportunity?" Mr. Divine asked and answered affirmatively, "for capable people to help merchants see the light and stop perverting their advertising energies to such limited uses?"

### Attention-Getting Arrow Is Made to Talk

In its newspaper advertising the Reading System has made a novel adaptation of the use of an arrow. Not only does the arrow attract the attention of the reader and guide his eye to the trademark of the railroad which is located in the lower right-hand corner of the copy, but it is made to talk as well. The shaft circles up and around the advertisement, gradually breaking up into text which tells the reader to "Use the Reading to the Shore."

### Purchase F. H. Johnson Press

Nelson C. Hyde and Samuel C. Baumler have purchased the F. H. Johnson Press, Inc., printer and publisher, Syracuse, N. Y. Mr. Hyde was formerly assistant advertising manager of the Bankers Trust Company, New York, and more recently was vice-president of the City Bank Trust Company of Syracuse. Mr. Baumler formerly was associated with the Madison Square Press and the Anchor Press, both of New York.

### New Account for Chatham Agency

Harry Rentner, Inc., dress manufacturer, New York, has placed its advertising account with the Chatham Advertising Agency, Inc., also of that city.

### Leave Haynes Company

Hayden Eames has resigned as general manager, and S. E. Burke, as general sales and advertising manager, of the Haynes Automobile Company, Kokomo, Ind.

24, 1924

July 24, 1924

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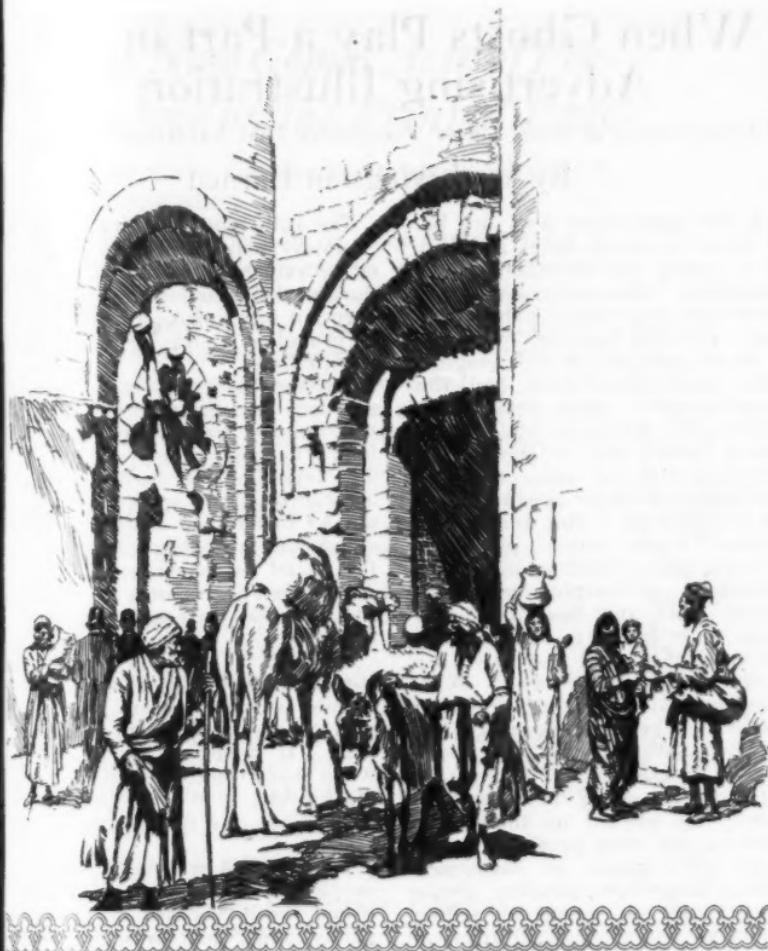
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## PRINTERS' INK

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ARTISTIC DRAWINGS IN ANY  
TREATMENT TO MEET INDIVIDUAL  
COMMERCIAL REQUIREMENTS

PUBLICITY ART SERVICE  
112 EAST 19<sup>TH</sup> STREET, NEW YORK

ESTABLISHED 15 YEARS

# When Ghosts Play a Part in the Advertising Illustration

A Consideration of Some "Ghost" Possibilities That Advertisers Can Use

By W. Livingston Larned

**I**F this generation does not believe in spirits, good and bad, it is surely not the fault of the advertiser who does believe in them and who employs them as a most effective pictorial theme.

Some sentimental and imaginative people may have had this experience—a quiet evening at home, the lights in the living-room turned low, a phonograph playing, and the voice of some very famous singer pouring forth. It is almost as if she were in the rooms. Fancy, indeed, pictures a ghostly figure standing by the instrument, in evening gown of white satin and flowers at corsage. Perhaps it is Anna Case—"a rarely beautiful woman with a truly wonderful voice! Who, having heard her, has not been enthralled by her personality, her golden soprano tones?"

The New Edison, advertising its phonograph along new pictorial lines, has worked on the theory that a great many people have had such experiences as mentioned above, and uses pleasant ghosts to express an important selling story. A characteristic illustration in a notable series pictures just such a shadowy corner, the instrument and a spectral presentation of Anna Case, dressed as for the concert stage, singing.

But in at least one-half of a double spread, she is no more than a beautiful phantom, through whose filmy figure, the background detail can be indistinctly traced. And this is precisely the idea which the advertiser wishes to suggest. On the opposite page, by way of contrast, there is the very material Anna Case, as she is seen on the concert stage, her accompanist at the piano. And what a happy headline: "Straight from the concert stage—to your living-room."

The full-color campaign for the Steinway piano, which has attracted so much favorable attention during the year and which has been put into imposing book form, is, in reality, a pleasing treatise on spiritualism.

For the themes of famous compositions are brought to life, as the famous artists play. Friedman's delicate fingers stray over the keys—and forthwith dreams are conjured and spirit forms begin to materialize faintly on the canvas in the background. It is the Liszt arrangement of the Tannhauser Overture. Through the haunted forest the ghostly figures troop.

We call to mind an advertisement for the Willys-Knight automobile, wherein ghosts were the soul of the display and the copy idea. It appeared at the time when many motorists were touring Florida.

#### A GHOST'S VIEWPOINT

A car, filled with happy young people, runs noiselessly along the tropic beach, beneath mangroves, palms and water-oaks, dripping with Spanish moss. From a nearby thicket, a strange band watches this joyous modern galleon of the highway. Ponce de Leon himself and his knights! The advertiser desires you to know that his car is a fountain of perpetual youth. "The day of the Knight" is here, he cleverly paraphrases. And then:

"Shades of Ponce de Leon! Here is the spirit of Youth, on wheels."

What could be more apropos for the car, the season, and the idea, than this jungle-roving band of ghosts, returned from the misty long ago, to serve modern advertising purposes.

In a magazine advertisement,

## *And Now Comes Actual Perspective on the Printed Page*

In art there are two great schools—Painting and Sculpture.

With the perfection of color process came a means of transferring on endless reams of paper all the colors, tints and hues placed on the original canvas *by the painter*. To perfect this process required years of experimentation and close application—and in its development, during the past quarter of a century, the American Colortype Company has played a most important role.

### **SCULPTURAL PRINTING (Macyart)** *a New, Exclusive Process*

And now, with the perfection of a new and exclusive process known as "Sculptural Printing" (Macyart), we are, for the first time in the history of the graphic arts, able to picture actual perspective—to faithfully reproduce on paper, in unlimited quantity, the plastic roundness of the *school of the sculptor*. Objects stand right out from the printed page just as you see them in actual life.

### **SCULPTURAL PRINTING (Macyart)** *a New, Exclusive Process*

Surely here is the most startling development of the century in the printing industry and it can be applied to the merchandising of your product or service no matter how different.

Complete information and specimens sent without obligation to executives who make request on business stationery.

*Sales Representation by agencies and printers invited in territory not now covered.*

*This process was used in the Squibb Display which stopped 1044 persons in only one hour.  
(See Printers' Ink 6-26-24)*

### **AMERICAN COLORTYPE COMPANY**

**ART AND COMMERCIAL COLOR PRINTING**  
WORKS: CHICAGO • NEW YORK • NEWARK

1151 ROSCOE ST. CHICAGO • ILL

*"Largest Organization of Color Printers in the World"*

# How to Change Indecision to Action

Your agricultural campaigns are based upon copy ideas to create a desire to buy.

## *But*

Your competitors' campaigns are also based on the same fundamental theory.

## *Result*

The farmer is undecided as to which to buy.



Educate the men who advise the farmer upon his problems. Sell the men whom the farmer consults when indecision enters a sale. Give to this Influence Factor the ideas behind your product and make more sales.

**Better Crops**—their trade journal covers this Influence Factor 100%.

First on every agricultural list

**Better Crops Publishing Corp.**

461 Eighth Avenue, New York

The Atlas Portland Cement Company deals in ghosts, impressively enough.

Across the design is distributed a running panorama of the many types of structures, of which cement is a vital part. But the Atlas message is one of the concealed contributions paid by contractor, surveyor, builder, and architect. Those who run may read only the material story, as expressed in purely physical terms. Service of the greater type has been rendered by the men who planned these things and brought them to successful culmination.

And, since the pages are in two colors, the second color, a delicate yellow, is used for the purpose of picturing the shadowy forms of these artisans. Ghosts they are, rising, like giants, behind the achievements they have brought to life. Spooks are a part of the advertiser's business narrative.

Again, an asbestos roofing advertisement handles the theme with genuine imaginative quality. It is bred of a good copy thought: "Every asbestos shingle is a fire-fighter—always ready to defend your home against the perils of flying sparks."

The artist merely illustrates this point—by using ghosts.

A roof, an expanse of shingles, night time, flowing curtains at an open casement, as if unseen hands had swept them aside, a moon against a hazy sky, and the brooding suggestion of the uncanny. And the roof is literally swarming with the ghosts of firemen, young, old, grizzled, active. There are hundreds of them—a fire-fighter for every shingle on that roof!

But these advertising ghosts are not necessarily the transparent suggestion of people; in other ways the ghost idea is put to work. A trade-mark became a ghost for the purposes of the Buick campaign in magazines and newspapers. Scenes are shown through the fantastic, lace-like ghost of the familiar lettering device.

If an advertiser, say of shafting,

wishes to put into pictorial form the thought of rugged horsepower, the artist need only draw the shadowy ghost of a fine stallion, interwoven with the metal, and unimaginative people have no difficulty in "getting the idea." And long descriptions would achieve nowhere near as much.

Mechanical drawings have long employed the ghost illustration, as some one part is "played up," or unimportant parts are subdued and made transparent, in order to bring out a concealed selling feature. Hupmobile illustrations often accomplish this as, one by one, independent motor mechanics are featured, to the exclusion of all other details of construction.

Buildings can be ghosts. Beaver products have shown the way in colors. Out on the bleak and remote plains, where civilization and progress are just beginning to make their appearance, the men who will shortly build empires of business, of industrial strength, are material enough, but the vast citadels which rise in the rear are the ghosts of the things which are to be.

Ghost stories have always fascinated the majority of people and doubtless always will.

There is an undeniable attraction in spooks. Therefore it is but natural that ghost pictures should lay hold on the imagination.

They are particularly useful when it comes to comparing the old with the new, or in composition which must visualize that which is, in reality, not a tangible, physical thing at all.

### Boston Advertising Legion Elections

Lieutenant-Colonel Carroll J. Swan was elected commander of the Groscup-Pichon Post No. 281 of the American Legion, which is composed of advertising men of Boston. He is a past president of the Boston Advertising Club.

Other officers elected were: Adjutant, Gabriel Stern; finance officer, Ralph H. Eastman; chaplain, Victor D. Klofbeck; senior vice-commander, Chester Porter; second vice-commander, George Hands; third vice-commander, Daniel Fitzgerald; historian, Edgar Pinto, and sergeant-at-arms, James F. Fay.

## Where Are New Advertisers Coming From?

*(Continued from page 12)*

the Germans would have hit upon it, much less made every American housewife proud of her glass pie plates and baking dishes. Kitchen work in countries with a servant caste is regarded simply as drudgery—there is no pride in it. I understand that the present Pyrex advertising appropriation is somewhere around the hundred-thousand-dollar mark. Ten years ago there was no such product, and consequently no appropriation.

In seeking to develop new advertisers, the advertising man talks chiefly with the president of the company, the board of directors, the sales manager and advertising manager. Creating a new advertising means, to him, effecting some sort of change in business policy—a conversion. Naturally, he gets a sort of Billy Sunday viewpoint.

But the inventor, engineer, chemist and other technical men have probably created as many new advertising accounts the past generation as the executive men.

Take some recent information about electric light:

The cost of incandescent electric illumination (lumen-hours) is only about one-ninth what it was thirty years ago. Wages and material to make incandescent lamps have doubled in cost, as well as wages and materials in the central stations where the electricity is generated. The actual lamp, however, has been made cheaper by quantity production, and given longer life, and steadily made available to more people. There are two and a half times as many incandescent lamps in use today as ten years ago and the rates for electricity are no higher. Fully 80 per cent of the residential use of electricity is for light, which also remains the largest single industrial use. Advertising appropriations for incandescent lamps are well known among the big accounts.

The big idea in electrical engineering today is Super-power, the linking together of central stations and transmission lines for more economical generation and distribution of electricity. Super-power will make "juice" available in millions of homes now unwired, and especially increase its use on the farm. There is every reason to anticipate that these engineering achievements will create new advertising appropriations for electric motor and heating devices, because more power means more wealth, and advertising grows out of the creation of new wealth, as the day follows the rising sun.

Indeed, there are cases where advertising has been needed to make new wealth available.

A story about John Willys runs to the effect that he had created new wealth in the form of several thousand new motor trucks, working during the winter, storing them away for spring demand. But the season was backward, spring sales slow, and the prospects of getting his money back seemed dubious. There they were, perfectly good motor trucks, ready to haul the people's goods, but the people were not benefited.

"You can do one of two things," an advertising man told the manufacturer. "Either spend \$500,000 in advertising, or let your trucks rust away."

Willys saw the point, spent the money, and thawed out his frozen capital.

According to one theory of the universe, everything can be explained up to the point where the whole creation was ready to run. Then it needed an initial push. Philosophers have never been able to agree about where that push came from. There is many a business situation of the same nature, everything ready to run, only the first push given—and that push is advertising.

New advertisers? What kind do you mean? Some of the new advertising is brand-new, like the Pyrex account. Some of it is the advertising of concerns that have never advertised before, but are in lines of business heavily ad-

## Sixteen Years Ago

*we started this advertising agency*

## 40 Chicago Agencies Then

*now—only 19 of those are left*

## Our Survival Insurance Is

*OUR method of applying group service*

## We handle over \$1,000,000

*a year for Paige and Jewett motor cars*

## And less than \$50,000

*a year for Universal Batteries*

## Far Apart in Needs—

*These satisfied clients prove our ability  
to handle your account regardless of size  
or complications. Investigate—*

[15]

# HOOPS

ADVERTISING COMPANY - CHICAGO  
9 EAST HURON STREET • SUPERIOR 3500

## WANTED

### A man to sell Direct Mail Advertising

The manufacturers of Wisconsin need a vast amount of creative printing and direct-mail advertising. We want a man who can help them buy the kind they need. He must understand the business of selling and be able to intelligently discuss the application of direct mail to it. In his efforts he will be backed up by a creative staff of unusual strength. This is a very real opportunity for the man who can qualify. The organization is one of the largest in the Middle West. In replying please outline your history in detail. Your reply will be respected with the confidence it deserves.

Address "N," Box 242, care of  
Printers' Ink.

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## BINDERS FOR PRINTERS' INK

### \$1.00 Each, Postpaid

PRINTERS' INK binders will hold an average of ten copies each. Figure five binders for a year's copies. Each issue, as received, can be securely fastened in the binder, by a very simple arrangement, and will open like a book, with all inside margins fully visible.

Made of heavy book board, insuring durability. Covered with book cloth; lettered in gold.

**Printers' Ink Publishing Co.**  
185 Madison Ave. New York

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vertised by others. Again, there are advertisers who suddenly increase their activities by finding new lines of attack.

Thumb over any current newspaper or periodical, and note the size of the space used, and the strength of the arguments put forth for improved dentifrices, new types of toothbrush and dental hygiene generally. The thing seems to be overdone.

"You'd think the country was pretty well covered," said an advertising manager. "Toilet articles and drugs stand next to automobiles and motor accessories in the leading general mediums—\$14,000,000 compared with \$15,000,000. The toilet goods have grown from less than \$3,000,000 in ten years. Yet it is estimated that only one-third of the people in the United States brush their teeth regularly. Thus, two persons out of every three are potential customers for the manufacturer in this field—and probably two persons out of three in the young generation are being taught to brush their teeth. New advertisers are constantly springing up and succeeding. The Pepsodent company is credited with nearly \$600,000 expenditure for periodical space alone in 1923. In 1916 it spent nothing—I believe the company's product had not yet been put on the market. Within the past five years several large advertisers have built new dentifrice business by coupling improved products with dramatic advertising appeal. There will be others the next five years—I have in mind a local dentist who, finding that a certain preparation gave good results in his own practice, began manufacturing and advertising locally. He is now well established in his own city, and branching out into other territory, and at present spends at least \$50,000 a year. It all depends on how strong an idea he has behind his product."

Find one of those forceful human advertisements about the thing that nobody can pronounce, never heard of before until one manufacturer seized upon it—the thing that nobody will tell you

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In every  
good shoe store  
the  
**RECORDER**  
is a  
factor



Do you know that among the subscribers to the Boot and Shoe Recorder are 11,220 retail shoe distributors? This total is made up as follows:

Exclusive shoe stores	6402
Shoe and clothing stores	1566
Department stores	2130
General stores	988
Not classified	134

These stores are not only the leading shoe outlets in their respective territories but are extensive distributors of hosiery. 8209 stores sell men's hosiery. 8625 sell women's, and 5640 sell children's. Many sell all three. If you have shoes or hosiery to sell, tell the readers of the Boot and Shoe Recorder — they constitute your primary market.

### SUPER STAR RECORDER RECORDS

The supremacy of the Recorder in the retail shoe field is shown by these circulation figures (as of Dec. 31, 1923):

Recorder . . . . .	13,257
Nearest Competitor	8,220

*The Recorder leads by 5,037 subscribers!*

**BOOT and SHOE RECORDER**  
207 SOUTH STREET, BOSTON  
Wire for our nearest representative



## Centered— At the Center

Midland is the geographical center of Chicago.

Chicago is the great central market; the center of business of the West.

Centered at the center, Midland Warehouse and Transfer Co. offers advantages of location and provides facilities for distribution that are unequalled.

Three mammoth, modern buildings manned by a trained warehouse organization, efficiently operated, compose this company. It is conceived and operated to meet the needs of manufacturers who desire to maintain Chicago distribution at minimum expense.

Write for "Space—A Factor in Successful Marketing." It fully describes what Midland Service means to your sales success.

**MIDLAND WAREHOUSE & TRANSFER CO.**

15th and S. Western Ave., Chicago, Ill.

about if you have it, even though it ruins your career, and you never know the reason. Listerine is one of the solidest old popular pharmaceuticals, but I understand that the expenditure of the Lambert Pharmacal Company has been doubled since "Halitosis" was discovered, or adopted. An example of new advertising by old advertisers.

Old Man Trouble is a demon advertising solicitor, bringing new accounts from unsuspected places.

To wit:

Radio has undoubtedly hit the phonograph business a hard wallop. Among the phonograph men there is a spirit of "hush-hush." They admit that business is bad for competitors, but say nothing about themselves. Phonographs and radio sets are instalment commodities, and people have switched to radio as the craze of the moment. It is said that the sales of phonograph records keep up well, but that next year's statement will show considerable red ink on instruments.

However, radio is certainly not diminishing appreciation for music and entertainment. Ultimately the instalment purchaser of a radio set will finish paying, and want a phonograph and his favorite compositions in permanent form, to play whenever he feels like hearing them. The sales of records holds up and shows that. Inevitably the phonograph industry will get out of its difficulty by more advertising, to an entirely new audience, from a new angle.

From Standard Oil and life insurance right down to copper, there are numerous cases in which a policy of no advertising brought trouble for which advertising seemed to be the remedy.

"Just watch textile advertising develop the next ten years," said an advertising man. "Automobiles now head the list in leading general mediums, with nearly \$15,000,000 expenditure last year. Textiles are going to come up right behind them, in my opinion, because they are as basic a necessity as transportation, and merchandise that appeals, like the automobile, to the instinct for

# 90%

## COVERAGE

A paper's value as an advertising medium is judged by the percentage, and kind, of homes it reaches.

The Daily Herald enters 1,551 of the 1,714 homes in Gulfport—more than 90%. And it goes into practically all the homes of Handsboro and Mississippi City. Of the 2,553 homes in Biloxi, the Daily Herald enters 1,734—more than 67%. And many of the remaining 819 homes are inhabited by foreigners who do not read English.

The people in the Daily Herald's territory are unusually alert and prosperous—receptive to selling messages. National Advertisers find it economical to use this one medium, because of its complete coverage.

### THE DAILY HERALD

Gulfport Mississippi Biloxi  
GEO. W. WILKES' SONS, Publishers

**Underwear & Hosiery Review**  
321 BROADWAY NEW YORK

## Individualized Christmas Greetings that sell readily to Business Houses

We furnish our representative with a handy but complete book of samples of greetings done for every line of business. Our Reliefagraf process permits any wording to be used that fits the individual business you are soliciting.

### Make Money—Quick Sales Annual Repeats

Just show the book and sales are made. With a moderate amount of calls per day you can earn big money, as their appeal is universal to both large and small business houses.

Our plans are tested and practical and considerable good territory is still open. If you have average intelligence and will make the calls you'll sell in big volume. Write for details today and tell us where you will work. We ask for a \$2.00 deposit on large book of samples merely as an evidence of good faith.

**TURNER & PORTER, Inc.**  
Buffalo, N. Y.

## CASH PAID

for

### Ideas and Advertising Novelties

That may be  
Lithographed



**R. M. ANRIG**

*7th Floor*

200 William Street  
New York, N. Y.

making a very good appearance." The new advertisers are coming already.

Figures for the leading periodicals show that in ten years the expenditure has doubled twice—that is, it grew from \$26,000,000 to \$100,000,000. Discounting the war boom, there has been a steady increase of \$10,000,000 a year waiting for the periodical space salesmen, and if figures were available for newspapers and other mediums, I've no doubt they would show a similar state of affairs.

When it comes to actually finding the new advertisers constantly being created by growth and change in the business world, the good producer of new business keeps his eyes open. Some of the best "leads" are found in trade and technical journals, because they report what is being invented, manufactured and marketed, and the advertising man gets in touch with the inventor, manufacturer or merchant as an advisor, frequently a welcome one. Very often good "leads" come from local jobbers, who are distributing a product made by some nearby manufacturer, find that it is gaining ground upon quality, and suggest that it be advertised.

A Middle-Western jobber, for example, met a newspaper representative on the train, and when he learned that he was talking to an advertising man, said, "Well, sir, we've got a fellow in our town who ought to advertise!" Then he went on to describe a small manufacturer who was making a novelty so good that it promised to become one of his best-selling items. "And he hasn't even a printed circular!" concluded the jobber. "It's just gone ahead because people like it and tell one another." One of the "special's" newspapers happened to be located in that very city. A little missionary work got the manufacturer advertising locally, and there are very good chances that he will eventually become a national advertiser.

Here is an experience that often happens to an alert scout:

# Irrefutable Facts for National Advertisers

The one magazine that goes into 26,000 homes — and *stays* there.

The one magazine that is read by the cream of the purchasing power of the country.

The one magazine that its readers trust and believe in 100 per cent.

The one magazine whose prestige is undisputed.

The one magazine that has no competition in its field.

Class? Yes—and the real, real buying class.

Unsurpassed for the advertiser of better grade goods to reach actual customers.

**Now only \$150.00 a page**

*Rates increase October 1st, 1924*

An investigation will convince you of the unusual merits of this magazine as a national advertising medium.

*Auction Bridge  
and  
Mah Jong  
Magazine*

149 Broadway

New York

## Can You Sell Direct Advertising?

If you can, one of the leading established direct advertising houses in New York City needs you. You will join a staff well-known for accurate analysis, clear planning, good design and production; an organization that gets results and builds up profitable business.

There is an opening in this organization for one more salesman—but he must be a good one. He would sell merchandising counsel, judicious advertising in general and direct-by-mail advertising in particular—not paper and ink at a price. Only a salesman of demonstrated ability can hope to hold this worthwhile position with a group of other successful men.  
**THE MAN WHO MAKES GOOD WILL MAKE GOOD MONEY.**

Capable salesmen with an understanding of constructive advertising (printing experience not necessary though it may help) should write, recounting all essential details that would interest their prospective associates. Be sure to give age and full details of past accomplishments in your application, which will be treated in confidence and returned upon request.

Address "G," Box 96, PRINTERS' INK, 185 Madison Avenue, New York, N. Y.

A jobber handling some manufacturer's product will urge him to advertise it in his territory. If he is a carload jobber, he speaks with authority, and is attentively listened to. A newspaper, street-car or outdoor advertising man hears about such a situation—or perhaps a special agent who has a medium in that territory—and secures a new account. New local advertisers of this character are constantly being made out of national advertisers, as local sales grow, and distributors urge local advertising.

The alert sleuth is keen, too, about industries or firms that are being misrepresented or attacked. About ten years ago, as an illustration, there was a crusade against "loan sharks." The small loan business is as necessary and staple as the grocery store or butcher shop, millions of borrowers needing moderate amounts of money in emergencies. And by and large, there are more honest money-lenders, charging reasonable interest, than extortionate loan sharks. This crusade meant trouble for the honest money-lenders, who organized a national association to secure State small-loan laws that would rid the business of the sharks. In this they have been very successful, and today, in more than one State or city, the square money-lenders have raised advertising funds and are explaining their business to the public through the newspapers. It is not at all unlikely that such a movement will, in time, become national in its advertising scope.

"Are there too many advertising mediums?" I asked an advertising sales director. "Are the mediums growing faster than the new advertising?"

He reached for his data book and opened at page twenty-seven.

"Here is a ten-year curve of magazine circulation. Ten years ago our publication stood far down the line, as far as blanketing the country was concerned. Now it is one of the big-group leaders, with a circulation that reaches some of the best people in every community—you name

# 25% Increase in two years!

The paid circulation of the World-Herald has increased from 80,000 to over 100,000 in two years' time. This increase has been largely concentrated in the city and suburban territory. The subscription price of the World-Herald is the highest of any Omaha paper.

How strong and intensive is the World-Herald's circulation in the city and suburbs is shown by the fact that the World-Herald's paid city and suburban circulation is almost as large as the COMBINED circulations of the other two Omaha papers in the same territory.

In the first six months of 1924, the World-Herald published 5,926,305 lines of paid advertising, being 51.3% of all the clean paid advertising appearing in the three Omaha papers. (Medical ads excluded from totals of other papers, as the World-Herald refuses them all.)

*The Omaha World-Herald has  
68% more paid city circulation  
than any other Omaha paper.*

## *The Omaha World-Herald*

O'MARA & ORMSBEE, National Representatives

New York

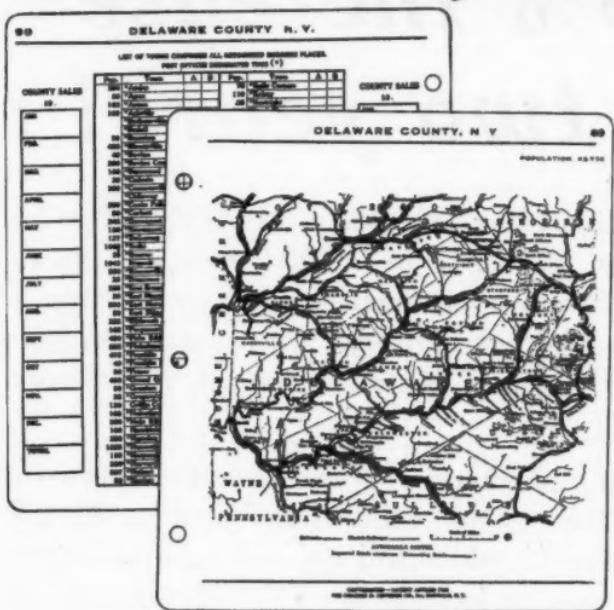
Chicago

San Francisco

Detroit

July 24, 1924

# Loose Leaf County Sales Maps



*County  
Maps Now  
Available*

Maine  
New Hampshire  
Vermont  
Massachusetts  
Rhode Island  
Connecticut  
New York  
New Jersey  
Pennsylvania  
Ohio  
Indiana  
Illinois  
Maryland  
District of Columbia  
Delaware  
Virginia  
West Virginia  
Michigan

*Maps in Colors—Size, 9x10 Inches—40c Each*

**More business from present territories!**

Hevenor County Sales Maps show the best routes to take to cover *all* the prospects, classify your sales, indicate the weak spots and show where to look for new accounts.

## Town Lists

On the reverse of each map every business town or city in the county is listed, with population and space for noting the number of prospects and sales. It shows at a glance the towns that are missed and those where you are not getting the business you should get.

Successful organizations have found these sales maps to be real producers.

**S. W. Dow, Corp.**      **New York**  
Metropolitan Tower, 1 Madison Ave.

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community, and we'll tell you how many readers we have there, and the names of our subscribers. Ten years ago there was only one magazine group of this kind where now, besides our publications, there are several really national groups. Of course the others wouldn't have conceded ten years ago that they were not national! They may not now! But this shows how the mediums are growing, and because most of them derive their revenue from advertising, not subscriptions, the advertising must be keeping pace.

"Those were the days when the trump card of the space salesman on the other magazines was to persuade an advertiser to take a "double decker" in the biggest competing periodical, the only truly national one then—that gave him good grounds to ask for a page himself!"

There is keen competition between advertising solicitors in certain broad groups. There is competition between the magazine and the newspaper, between the newspaper and outdoor and car-cards, etc. In most cases the sale of space in a particular medium excludes other mediums or must be made as an addition to the list. On that account, the salesman sells not simply space, but a policy, induces the advertiser to change his plans, make an important decision.

In other days, there was much belittling of competitive mediums. Today, while each interest hotly contends for its own medium, the disposition is to let the other fellow's medium alone. It is recognized that each medium has its own particular uses, and that for many advertisers a particular medium is indispensable, not interchangeable with other mediums.

The mediums are all growing. Among the periodicals, those that are self-sustaining from subscriptions, whether magazine, newspapers or special periodicals, make up a very small part of the nation's reading matter. Therefore, the mediums seem to be rooted in the advertising and gaining their growth from its growth. If they

## BUSINESS STATIONERY



### ENGRAVED LITHOGRAPHED

SEND FOR PRICES & SAMPLES

MORRISON  
Fine Arts Bldg. Rochester, N.Y.

## PREMIUM SERVICE and PREMIUMS

—We save you all the overhead expense, all your investment in premiums and all the worry and bother of buying, handling and distributing.

—Our business isn't identified with either co-operative coupons or trading stamps. Our patrons retain their identity; the premiums are theirs, the catalogs or leaflets are theirs and the coupons are theirs; we are simply their premium department.

—Let us send you our booklets explaining everything in detail.

THE PREMIUM SERVICE CO., Inc.  
199 Franklin Street New York



Ideas for advertisers expressed in graphic layouts

DAVID B.

# HILLS

Charles W. North ~ Associate  
2403 Grand Central Terminal, N.Y. - Tel. Van. 8673

## HALF TONES ON ANTIQUE SURFACES



Unusual Effects In  
Illustrated Printing  
Offset Gravure  
CORPORATION  
351 West 52nd Street  
New York

**TWICE A WEEK**  
OUR CARRIER  
BOYS put Shopping  
News into 200,000 homes  
in greater Cleveland and  
towns within a thirty-  
mile radius.

They do this in an average  
time of three hours.

Similar distributions will be  
made for high-class national  
advertisers at a reasonable  
charge. For details write

**CLEVELAND SHOPPING NEWS**  
626 Huron Road  
Cleveland

### MAIL ORDER

**Plan—Contact—Copy Man**  
wants to connect with New York  
Agency who wishes to install  
mail-order department or inject  
mail-order style into general copy.  
Knows how to test copy before  
broadcasting and get actual results  
for client—no guess-work. Now  
employed, but seeks larger opportu-  
nity. Married, college graduate,  
32, Gentile, invites investigation.  
Address "Al," Box 244,  
Printers' Ink

grow too fast, as has lately been  
the case with some of the metro-  
politan newspapers, they are cut  
back by consolidation or elimina-  
tion.

### Employees to Buy Columbia Yarn Business

The business of the William H.  
Horstmann Company, Philadelphia, man-  
ufacturer of uniforms and Columbia  
yarns, will be sold to its employees,  
according to George F. Shafer, presi-  
dent. Practically all of the stock of  
the company, which was founded 108  
years ago, is owned by the Horstmann  
estate. The trustees of the estate have  
accepted the offer of employees to pur-  
chase this interest for \$1,075,000. There  
are more than fifty employees, including  
salesmen, mill operators and porters, who  
have been with the company for more  
than twenty-five years who are eligible  
to participate in the purchase of stock.

George F. Barber, who has been busi-  
ness counselor to the company, will be-  
come vice-president and sales manager.

Under the management of the em-  
ployees the Horstmann company will  
devote its activities to the manufacture  
of hand knitting yarns, infants' knit  
goods, stamped goods and art needle  
work. Its uniform manufacturing busi-  
ness has been sold to the M. C. Liley  
Company, Columbus, Ohio, which will  
conduct this branch of the business from  
Philadelphia.

### New York Bankers Appoint Cincinnati Agency

Huth & Company, bankers, New York,  
have appointed The Henry B. Flarsheim  
Company, Cincinnati, advertising agency,  
to direct their advertising account.

The Key Publishing Company, New  
York, also has placed its account with  
the Flarsheim agency.

### Douglas Hall with Blaine-Thompson

Douglas Hall, formerly with the  
John L. Clough Advertising Agency,  
Inc., Indianapolis, has joined The  
Blaine-Thompson Company, Cincinnati.  
He will have charge of the Dayton  
branch of that advertising agency.

### Advanced by Rosenwald & Weil

Maurice S. Stern, treasurer of  
Rosenwald & Weil, Chicago clothing  
manufacturers, has been appointed  
general manager of that organization.

**"GIBBONS knows CANADA"**

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J. J. Gibbons Limited, Advertising Agents  
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## RESULTS



**250,000 A. B. C.  
SEPTEMBER ISSUE**

**CollegeHumor**

**CollegeHumor**  
"The Best Comedy in America"

**WATCH IT**

**SEPTEMBER FORMS CLOSE JULY 28th**

July 24, 1924

# PRINTERS' INK

*Registered U. S. Patent Office*

**A JOURNAL FOR ADVERTISERS**  
*Founded 1888 by George P. Rowell*

**PRINTERS' INK PUBLISHING COMPANY**  
 Publishers.

**OFFICE:** 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND 6500. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS. Sales Manager, DOUGLAS TAYLOR

**Chicago Office:** Illinois Merchants Bank Building, DWIGHT H. EARLY, Manager.

**Atlanta Office:** 704 Walton Building, GRO. M. KOHN, Manager.

**St. Louis Office:** Syndicate Trust Building, A. D. MCKINNEY, Manager.

**San Francisco Office:** 564 Market Street, M. C. MOGENSEN, Manager.

**Canadian Office:** Lumsden Bldg., Toronto, H. M. TANDY, Manager.

**Issued Thursdays.** Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign Postage, \$2.00 per year; Canadian, \$1.00.

**Advertising rates:** Page, \$120; half page, \$60; quarter page, \$30; one inch, minimum \$9.10; Classified 65 cents a line. Minimum order \$3.25.

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NEW YORK, JULY 24, 1924

**Introducing  
 New  
 Models**

It is perhaps not putting it too strongly to say that no selling plan in recent years has been so severely criticized as the one The Wahl Company recently followed in introducing its new model. The details of that plan were described in last week's issue of PRINTERS' INK.

Not only did the Wahl campaign meet the almost solid opposition of the company's dealers, but in addition the plan was lambasted by marketing authorities as being unsound economically and in every other way. Generally those who thought about the campaign at all thought about it violently.

The thing about the scheme to which retailers objected is that

the company refused to take back any of the old-model pencils which they had on hand to the tune of 1,500,000. They were offered a rebate of 20 per cent to be taken in new stock, but no old pencils could be returned. They had to be sold. The rebate which the company offered enabled the dealers to advertise a substantial discount sale to the public. This did the trick. Though the retailers kicked, they sold out their stock of old pencils and in most cases at their regular profit. A dealer could offer a 20 per cent discount without sacrificing his customary profit. The company's rebate made it possible to clean out the old stock.

Because the plan was working out successfully the opposition of the trade melted away. Dealers do not long hold out against a manufacturer's plan if it sells their merchandise. Retailers may look with disdain upon a selling scheme while it is being put over, but if it works the objection to it soon disappears. The test of any selling plan is: Will it work? If it works, it is likely to be sound, even though there is much initial opposition to it.

The selling world owes thanks to The Wahl Company for demonstrating the feasibility of this method of introducing a new model. It has always been assumed that when a producer brings out a new model he must take back or junk all the old stock that is still in the channels of distribution. The frightful expense of doing this has deterred any number of manufacturers from bringing out an improved product. Many concerns are accused of holding inventions in their vaults that would vastly increase the service their product is rendering. But can you blame them? If they must junk the unconsumed old stock that is scattered all over the world, they are justified in hesitating about offering the improvement. On the strength of the Wahl experience, perhaps there will not be so much hesitation on that score in the future.

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**The Spread  
of a New  
Plan**

After the shopmen's strike in 1922 the head of the International Machinists Union suggested a plan to the officials of the Baltimore & Ohio Railroad which has caused wide comment. It was first tried out in the Pittsburgh shops. Later it was extended to the whole system and now six other great railroads are planning to install a similar system.

The plan is a simple one which contains a pledge by management to try to give continuous employment, an agreement by labor to make suggestions for increased efficiency, and to consider in conference between labor and management matters of mutual interest such as safety measures, constructive ideas that make the daily job more pleasant, plans for conservation of material and time, shop problems, handling of grievances and differences of opinion. The men, through their elected officials, are asked to take the ownership viewpoint and in return management agrees to divide with the men the cash results of their more effective co-operation.

A spokesman for the railroad in commenting upon what has come to be known as the "B. & O. plan" said: "While the plan is young as time is counted, yet it is old enough to have developed some very remarkable and satisfactory results both for management and men. Output has increased to a very marked degree over that which obtained prior to the strike, cheerfulness obtains generally everywhere, grievances are almost a thing of the past, because when one arises it is in almost every instance threshed out in detail at once."

The union which is thus participating with management to increase production and efficiency has gone so far as to engage at its own expense a consulting engineer who advises with the men about the practicability of their ideas for improving shop efficiency.

The most important part of running a railroad or any manufacturing business is the proper han-

dling of the men in the organization. The B. & O. plan which has substituted intelligent co-operation for disagreement and has given its employees the ownership viewpoint instead of an outsider's attitude is proving successful. When it was first discussed it was received with derision by reactionary employers of labor.

Its success calls attention once more to a fundamental of management. No body of men can be expected to get and keep the true ownership viewpoint unless they are given the opportunity of sharing in the profits their co-operation helps to create.

**A Two-Sided Obligation** It is an obvious truth that the first essential for good salesmanship is a thorough knowledge of the product. The salesman who studies the simplest and plainest way to convey this knowledge to his customers, makes sales in difficult markets. It is equally essential that the salesman should know something about the reasons and policies back of his firm's advertising. One cause for lack of co-operation between salesmen on the road and the firm's advertising is that the sales force does not have the same faith in the advertising as in the other products of the house.

John H. Platt, of the Kraft Cheese Company says in this connection: "We try to plant in our men by frank talks, faith in our national advertising equal to the faith they have in the product that they are selling. Like other advertisers we urge our men to study each piece of copy as it appears, pick it apart, analyze it and put it into their sales talks, since salesmen are the pivot men who must sell advertising to the trade if it is to be sold.

"The careful scrutiny that we instruct our salesmen to give our copy is reason enough for making that copy more than a group of nicely matched words and phrases."

The thought as to whether the advertising will inspire as much

faith in the salesmen as the products they are selling is a good one to keep in mind when copy is being prepared. There is an obligation upon the sales force to know the firm's advertising, its whys and wherefores and to help the trade use the company's advertising at the local point of sale.

But there is also an obligation on the part of the manufacturer to make his copy "more than a group of nicely matched words and phrases." Real copy should breathe sincerity in every line. It should inspire the sort of faith and enthusiasm which will make the salesman want to use it as one of his most valuable selling tools.

**Too Many Full Lines**

The Moline Plow Company announced not long ago its plan of reorganization. The net of it is that the company intends greatly to reduce the scope of its activities. Hereafter it will confine itself to the manufacture of small implements which have shown good profits.

The directors "have decided to sell off those units of the company which have been operating at a loss and to create, by readjustment of the profitable units, a new and smaller implement company which will confine its operations to those lines on which the company has operated successfully for over fifty years."

Manufacturers can derive this moral from the incident: It is not wise to be too quick about adopting a full line. Most companies win their first spurs by manufacturing one or two or at most only a few specialties. Succeeding with these, they often decide that they would be even more successful with a somewhat larger line. Sometimes the additions are made so as to make it easier for the company to meet competition, so as to reduce factory overhead or so as to reduce selling expense. Anyway the family of products is increased until the line represents everything that is allied or even remotely related to the original members. Sometimes this policy

turns out well, but more often the company loses more money on the weak sisters in the family than it makes on the profit-making items.

As its name indicates, the Moline Plow Company was originally a plow concern. It was very successful. Gradually, however, one thing after another was added until the company had almost a complete line of farm machinery. The company found the manufacture of tractors, harvesters and all the large type of machinery unprofitable. It made money on tillage and seeding machinery. This is the part of the business therefore, which the company plans to retain.

Years ago most of the manufacturers in the farm machinery field were specialists. They made plows or wagons or seeders or harvesters or something else. Then an era of expansion and consolidations set in. A large number of the concerns in the business thought that in order to survive and to be able to compete with their giant competitors they had to have a complete line. The inevitable happened. When a good percentage of those engaged in any industry, turn out full lines, over-production is bound to ensue. That is what occurred in the farm machinery business. The market was not able, especially during a period of deflation, to absorb all the complete lines being manufactured.

From this experience let us not forget that as a rule the manufacturer with a specialty or at most a small compact line is usually better able to fight competition and to make money under adverse conditions than is the business of vast ramifications. Certainly the specialty or the small line is easier to advertise and to sell. It is a great deal easier to get distribution and dealer cooperation for it.

Probably the most significant fact in this connection is that the majority of our outstandingly successful advertisers make only single specialties or small, closely related lines.

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*7,300 miles of rails linking St. Louis  
with the great West and Southwest*

**F**OR each of the first six months of 1924 the Missouri Pacific Railroad has shown a commendable gain over the same period of 1923. May 1924 recorded the greatest volume of traffic ever enjoyed in any May in the seventy-five years of the road's history.

It has been the privilege of this organization to serve the Missouri Pacific for the past sixteen years.



**D'ARCY ADVERTISING COMPANY**  
**ST. LOUIS**

**Buy Your Home Direct From Mill!**

Wholesale Prices - Guaranteed Highest Grade Materials

OVER 20,000 customers have proven that they can buy their home more easily and inexpensively through the Gordon-Van Tine system.

The Gordon-Van Tine system has been developed to meet the needs of the modern home builder. It is based upon the experience of thousands of men who have built homes for themselves and their families. The system is simple, easy to understand, and it has proved to be a great success.

**The 4 Reasons Why We Save You Money**

1. You can buy your home direct from the mill.
2. You can buy your home at wholesale prices.
3. You can buy your home with a money back guarantee.
4. You can buy your home with a satisfaction guarantee.

**Gordon-Van Tine Co.**  
DAVENPORT, IOWA  
Telephone D. 4000

*We are not only a mill, there is much more to us.*

**Send for Book of 200 Home Plans**

*The advertising of  
Gordon-Van Tine Co.  
is handled by Mitchell-  
Faust Advertising Co.*

**Gordon-Van Tine Company individuals  
who read PRINTERS' INK and  
PRINTERS' INK MONTHLY:**

NAME	TITLE	WEEKLY	MONTHLY
Kalman Spelletich	Secretary and Sales Manager	Yes	Yes
W. A. Wilkinson	Advertising Manager	"	"

In addition there are ten Sales Correspondents who are readers of PRINTERS' INK.

*Information furnished by Gordon-Van Tine Co.*

## THE PALMOLIVE COMPANY

"We receive a number of copies of PRINTERS' INK in the organization—one copy is marked up with the names of all the persons who desire to read this publication, and, we might say, this is quite a goodly number; practically all of our executives are interested in advertising and all desire to take a look at PRINTERS' INK—both weekly and monthly."

THE PALMOLIVE COMPANY.

## THE LARROWE MILLING COMPANY

"When PRINTERS' INK reaches our office, it is checked to all of our executives. Very frequently some one of us finds an article which he wants other members of the organization to read. He then makes a notation on the checked slip, which our mailing department pastes on the cover of the magazine.

"PRINTERS' INK is read by more people—and I think read more carefully—than any other magazine which comes into the office.

"As I am writing, I have on my desk a copy of the February issue of PRINTERS' INK MONTHLY. It was checked back to me by one of our executives who had been looking up some reference in the old issues of PRINTERS' INK and he wanted to make sure that I had carefully digested the article—"Wholesalers—Manufacturers' Representatives or Order-Takers?" by H. A. Haring."

Cordially yours,

THE LARROWE MILLING COMPANY,

*Jay A. Kennedy*  
Ass't. Sales Manager

## The Little Schoolmaster's Classroom

SOME months ago PRINTERS' INK asked a number of manufacturers and retailers, "Is the Traveling Salesman Slipping?" Their answers precipitated a discussion, far-reaching and salutary in its effects on salesmanship and business in general, which is still active. The salesman who takes the time to think about it will admit that he inevitably slips or advances every day of the calendar. With that premise in mind, the value of frequent and periodical self-examination must be apparent. But what form should this self-examination take? How is a man to go about it?

\* \* \*

One of the members of the Class tells the Schoolmaster of a daily health inventory taken by students at a girls' school a few hours out of New York. Each girl fills out a simple report, checking "Yes" or "No" against sixteen items. Some of the items are: "Slept with windows open; took neither tea nor coffee; cleaned teeth night and morning; did not worry." Can executives and men on the road learn anything from studying discipline in a girls' school? The Schoolmaster believes that it is extremely probable. The items listed above, while they have no application to business, ought to suggest analogous topics on which a sales manager might profitably have his men examine themselves. Or he might draw up a list for the use of retailers.

\* \* \*

A little report book kept by a man on the road could be filled out in just about a minute's time each day. It occurs to the Schoolmaster that a few of the items which could be listed for him to check against are: "Made two more than required number of calls; obtained credit information today for home office; worked in absolute harmony with house policies; did some business reading or study; wrote to three cus-

tomers; left one real advertising idea with each dealer," etc.

Conditions change. With merchants buying smaller amounts and oftener than formerly, centralization of authority at the home office necessarily intensifies itself. New competition places new responsibilities on salesmen to follow out house policies more precisely. In such circumstances it is especially true that salesmen do not stand still. They drive ahead. Or they start downgrade. Any means of making them pause, even if for no more than a minute or two at the end of each day, for a brief inventory is sound business because it is sound economy—nothing more nor less than getting more per dollar of distributing cost. Could any such system of record-keeping be enforced? The Schoolmaster believes that given a fair chance it would enforce itself. Salesmen who checked themselves faithfully and honestly would demonstrate their superiority so quickly that the others would either put on their chains or skid out of the organization.

\* \* \*

A company that issues its general catalogue only once a year—which is the general practice—is in danger of burying a great many seasonal items under the great mass of general items offered. Various devices are used to call the dealer's attention to these items, devices such as broadsides, flyers, special seasonal catalogues, etc.

C. M. McClung & Co., Inc., hardware wholesaler of Knoxville, Tenn., uses a small monthly catalogue for this purpose, but has sometimes felt that even this catalogue did not go far enough in shaking up the dealer's mind when he came to think of his seasonal needs. Last fall, therefore, the company resorted to an unusual scheme to interest dealers in such items.

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## They Were Amazed When Told the Price of This Paper

Shrewd buyers of paper, they knew that the price was from 35% to 40% below actual value.

They thought the Sabin Robbins salesman had made a mistake.

But he had not. He was showing them a sample of a ton lot that was a shade off color. It was a mistake in the making. The mill was glad to let Sabin Robbins dispose of the paper.

And were these men glad to buy it?

They were—and hundreds of printers the country over are landing contracts and making a profit using Sabin Robbins papers.

*Any Advertiser Not On Our Weekly Sample Mailing List Should Get On in a Jiffy—a Postal Puts You There*

# SABIN ROBBINS PAPER CO.

*National Distributors of Paper Mill Jobs*

CLEVELAND, OHIO

MIDDLETOWN, OHIO

Branch Offices:

DETROIT, MICH.

'Phone—Main 6889

CINCINNATI, OHIO

'Phone—Main 650

ST. LOUIS, MO.

'Phone—Olive 9197

To Reach { Lumber Manufacturers,  
Woodworking Plants  
and Building Material  
Dealers use the

**American lumberman**

A. B. C. Est. 1873 CHICAGO

## THE HOTEL BULLETIN

A monthly hotel magazine with  
a national distribution.

Purchasing power of readers is  
many millions.

Best producer in the hotel field.  
Agency business solicited.

BEN. P. BRANHAM, Editor  
951-957 Insurance Exch., Chicago

## PETROLEUM AGE

is the fastest-growing journal for oil men.  
Its circulation is confined to operating,  
engineering and buying executives.

Its advertising rates enable you to make  
a strong campaign at moderate cost.

**VOL. 13—PETROLEUM AGE—1924**

Published Semi-Monthly at  
28 East Jackson Boulevard, Chicago  
New York City: 56 W. 45th Street

HUNDREDS STAND IN  
LINE IN PHILADELPHIA  
TO BUY THE SUNDAY  
TRANSCRIPT. THIS IS NOT  
TRUE AS TO ANY OTHER  
PUBLICATION ON EARTH.  
NEVER SOLICITED AN  
ADVERTISEMENT IN SEV-  
ENTY-FIVE YEARS.

### ADVERTISING—SALES PROMOTION

Some manufacturer needs this young man  
and his 15 years' advertising experience.  
Trained in agency and trade paper practice  
and as manager. Capable planner  
and executor of complete campaigns. Past  
employers recommend his "ability to  
create and develop new ideas."

Age 35. Gentle. Married.  
Address "K," Box 99, Printers' Ink.

### Advertiser Associate Wanted

Leading publisher financial and busi-  
ness service will share sales returns  
liberally with "brass tacks" advertis-  
ing man. Small advertising invest-  
ment called for. Means you practi-  
cally have substantial business of your  
own. Write "L," Box 240, care of  
Printers' Ink.

On the inside front cover of its  
monthly catalogue it ran nine  
puzzle pictures with the caption,  
"What Item of Fall Hardware  
Does Each of the Above Pictures  
Represent?" In parentheses was,  
"Each of these items is shown in  
your No. 70 McClung Catalogue.  
How are your stocks of these  
items?" There followed a list of  
five prizes for the best answers.

"The entire value of this con-  
test," says J. S. Van Gilder of  
the company, "lay in the fact that  
our customers, in order to check  
up the correctness of their an-  
swers had to turn carefully through  
nearly 500 pages of our big  
catalogue and were thereby  
reminded of the thousands of sea-  
sonal hardware items which it  
was time for them to purchase  
from us."

Lest skeptical members of the  
Class bring up the objection  
that hard-boiled hardware dealers  
wouldn't be bothered with a puzzle  
contest, the Schoolmaster wishes to point out that 40 per  
cent of the dealers to whom the  
contest was presented mailed in  
answers. If a company succeeds  
in getting such a large percentage  
of its customers to study the general  
catalogue with unusual thor-  
oughness it can feel that it has  
done a pretty good job.

When the contest was finally  
decided it gave McClung an op-  
portunity to send out a good-will  
letter announcing the results, and  
this letter went just a little farther  
along the road of clinching the  
support of the dealers on the  
company's books.

\* \* \*

A manufacturer whose company  
at luncheon the Schoolmaster occa-  
sionally enjoys, has an intense  
enthusiasm for ambitious young  
fellows, which manifests itself in  
at least one singularly practical  
manner.

At his factory, which employs  
perhaps 1,000 men, his prod-

**LETTERING and DECORATION**  
346 W. 28 NEW YORK RALPH E. DEININGER LACUNA ADVERTISING DESIGNER 4-7-49

Until Sept. 8th, Address Mr. Deininger at Diamond Point, Lake George, N. Y.

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*Could YOU answer an  
ad that read like this?*

## We're After a Good Sales Letter Writer

### 1. His background reads:

He's a chap around 30; and builds his claim to the title of sales letter writer on a foundation of Sales Letter Writing Experience.

### 2. What's expected of him:

He writes short, warm, vigorous, human letters—not smart nor jazzy. Here, his copy will be written for retail establishments: building goodwill, getting folks into the store. It will be used by some of our largest department stores, furniture houses, men's clothing and women's apparel retailers, etc., etc.

### 3. Ask who WE are:

The largest Direct-Mail institution in New York City—one of the foremost in the country; established over three decades; operate complete facsimile letter plant—handling letters from copy writing, producing them, addressing, folding, etc.,—"to the mail-bag" you know. A top-notch sales force will keep the young man (and his assistants) pretty busy.

*Now, if you are SURE you're  
qualified to answer such an ad—*

### 4. To get an unhurried interview:

You must be prepared, remember, to show samples of your work—and you must be prepared to accept employment immediately. But first write a nice, clear, convincing letter, telling us why we'd be gaining by securing your services—write in detail, stating \$ to start, etc.,—keeping in mind that your information will NOT go further than—

**D. L. O'Sullivan**  
**Care of Printers' Ink**

## Sales Executive Available

Some manufacturer or high-class sales organization can advantageously use the services of this man as Sales Manager or in a Sales Executive Capacity. He has worked his way up from general office routine work through bookkeeping departments and is therefore thoroughly conversant with office systems, accounting, credits and branch management. Has been Manager of Sales for Food Products and also Automobile Tire Manufacturers having national distribution through branch houses.

Recently completed trip through Middle West, Pacific Coast and Southern States and was one of a group of men known as Class A participating in annual bonus. Is old enough to have acquired a thoroughly balanced experience and young enough to attack new problems with vision, enthusiasm and vigor. Married, one child. Prefers to locate in Boston or vicinity. Highest possible references from past employers.

Address "F," Box 95, Printers' Ink

## Opportunity

is sought in a Chicago agency by analyst (C.P.A.) whose basic education, and training for 10 years, in advertising, merchandising and finance equips him to serve creditably in every capacity. Experienced in art, printing, production; qualified to render service.

Now general manager of large syndicate advertising firm. Opportunity will be considered more than salary. If you feel in need of ability and experience, communicate with this married man of 36.

Address "M," Box 241, Care of Printers' Ink, 230 S. Clark St., Chicago, Ill.

## Copywriter Wants Position

In New York. Five years' experience, copy and contact work on big accounts, in big agencies. Available now. Member of Advertising Club. Box "J" 98, PRINTERS' INK.

uct, in the process of manufacture, encroaches on several industries. Foundry and electrical work, engineering and chemistry are particularly touched upon. A high degree of mechanical skill is requisite in several departments. The purchasing department, for instance, requires men with a trained knowledge of raw materials of many kinds. Other departments employ scores for drafting, office duties, sales promotion and salesmanship, traffic direction, and what not.

His superintendents are ambitious men. They have orders to report the same characteristic when observed in any of those in their charge. Though his plant is large, this manufacturer manages time to take at least one good look at any employee so cited. The superintendents keep special records of such men. When these records reveal a man's special aptitude and liking for the work which he is doing, the chief sends for him and verifies the facts through kindly questioning.

Needless to say these are red-letter days for the employees. Frequently a man is doing excellent work and yet his heart is not in his task. In such cases, if his ambition lies within the scope of the company's departments he is recommended for an early transfer.

If he is satisfied with his vocation, a technical publication covering his work is shown him, and he is asked if he would care to read it regularly. The offer always meets with acceptance and real appreciation. And these magazines are always mailed to the young man's home. Thus the opportunity is made easy for serious study.

The interest in their work stimulated by such small investments removes the idea from the classification of philanthropy to that of a farsighted business

The Only "DENNE" in Canadian Advertising is the DENNE of A. J. DENNE & CO., LTD. TORONTO

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# ANOTHER South African Record

An 84-page issue carrying 375 columns  
of South African and Overseas displayed  
advertising—at a cost of 2d to the public

All the important  
local trading firms  
were represented  
in this mammoth  
production, also  
the following:—

#### SHIPPING

Union Castle Line  
Holland-South  
Africa Line  
Natal Direct Line  
Holland-East  
Africa Line

—

#### MOTORING

Shell Products  
Essex Cars  
Buick Cars  
Oldsmobile Cars  
B.S.A. Motors  
Maxwell Cars  
Studebaker Cars  
Chevrolet Cars  
Itala Cars

—

Sunlight Soap  
Mazawattee Tea  
etc., etc.

—

Ask your  
Agent about  
the  
"Natal  
Mercury"

Established 1852

**I**N *The Advertising World* of September last, reference was made to the *Natal Mercury's* monster productions of 36 pages on July 3rd, 4th and 5th, with a total of 569 columns of displayed advertising. The somewhat bulky but well arranged issues have been eclipsed by the *Natal Mercury's* Centenary Number of May 30th, of which no less than

#### 40,000 copies were issued

In its 84 pages the history of Natal's Century of Progress was given in pictures and letterpress. Libraries and schools throughout the Union of South Africa have adopted it as a unique record of the Industrial, Agricultural and Mining development of Natal.

The *Natal Mercury* is Natal's Morning paper. It has the largest sale and covers a wider area than any other paper issued in the Province. Its policy is sound, and its pages appeal to every member of the household, and local advertisers clamour for space in it.

During the week ending May 30 (excluding the Centenary Supplement) the ordinary issues of the *Natal Mercury* carried 557 columns of displayed advertising, and the *South African Woman's Weekly* (Thursday's Free Supplement) added a further 22 columns to this unique record.

**The "NATAL MERCURY"**  
covers Natal and the adjoining territories

**NOTE.—Specimen copies of the "Natal Mercury" are obtainable from Messrs. Wood & Parker, 21-23 Chiswell Street, London, England.**

**Proprietors : MESSRS. ROBINSON & CO., MERCURY LANE, DURBAN.**

**Publishers : THE CENTRAL NEWS AGENCY, DURBAN.**

## WANTED— Two High-Grade Men

An old established Corporation with branch offices in New York City is looking for two alert high-grade men to represent them in the Metropolitan district. Only capable salesmen desiring to work on a commission basis and able to finance themselves for a period of ninety days while they are learning the business will be interested.

The connection offers a splendid opportunity for the man who is able to take advantage of it. Make first application by letter giving full details of your experience. Confidential interview will be arranged later. Address "C" Box 92, care of P. I.

## SALES EXECUTIVE *Who Can "Do Things"* AVAILABLE AUG. 1st.

Executive with valuable sales experience open for engagement. Qualified in all particulars. Age 38; married.

E. S. GRANDIN  
2905 Garrison Ave.  
Baltimore, Md.

policy. Such ounces of prevention increase labor's efficiency and decrease labor turnover. It creates good-will for the firm. And employee good-will for a firm and the quality of workmanship in its products, as everyone knows, have much in common.

\* \* \*

Why do certain advertisers repeat their entire sales story in the coupons of publication advertisements? The message which appears in the coupon is supposed to be a transcript of what the average inquirer would write.

Can you picture any individual writing: "Please send me your Free Test Carton of Lotus Beans, the Double-Thick improved beans that stay crisp in milk or cream." This is an exact copy of what one national advertiser permits to appear in his coupon. Only the nature of the product has been changed.

This isn't a particularly horrible example at that, but it is bad enough to serve as a warning to the Class. Remember that the coupon message puts words into the prospect's mouth. Don't make these words distasteful or the coupon may remain idle. And an idle coupon is just about the most useless thing in the world.

## EXPERIENCED MANAGER Statistical Department

Available for connection with live newspaper or advertising agency. Five years' experience with Philadelphia and New York newspapers. Capable of installing system.

Address "R," Box 243, P. I.

KOO  
Knitted Outerwear  
Sweater News  
and Knitted Outerwear

Sweetener  
Bathing Studio  
and Shoppe  
Koo Knitted

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# Wanted—

## A \$5,000 Advertising Writer

A nationally known advertising agency with headquarters a little more than a night's ride from New York City, needs an experienced writer of proved ability in the direct-by-mail field.

He must be able to write interestingly and rapidly all kinds of advertising pieces—folders, broadsides, booklets, house organs—as well as trade paper copy.

The right man can make this job a big one.

When you write, send samples of your work. Your letter will be held in confidence and your material will be returned.

Address "H," Box 97, Printers' Ink.

## Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost sixty-five cents a line for each insertion. No order accepted for less than three dollars and twenty-five cents. Cash must accompany order.

First Forms Close Friday Noon; Final Closing Saturday

### BUSINESS OPPORTUNITIES

#### Printing Machinery and Supplies

New or Pre-Used

**Printers' Complete Outfitters**  
Conner, Fendler & Co., New York City

#### EQUAL PARTNERSHIP

ADVERTISING AGENCY, small, thriving, expanding, established one year, New York, wants to join forces with experienced advertising man who can develop new business. Write fully in strict confidence. Box 998, Printers' Ink.

#### Publisher Seeks Backers

Business weekly established 3 years with tremendous possibilities seeks active or inactive backer to finance expansion to extent of \$1500 to \$2000 monthly. Excellent opportunity for publisher who wishes to add a publication or successful advertising man who wants to go in business for himself. Box 995, P. I.

**FOR SALE**—Controlling interest in the fastest-growing poultry magazine in the United States with a paid-in-advance circulation exceeding 20,000. If interested, address Box 987, care Printers' Ink.

**PRINTING EQUIPMENT SALESMAN** can acquire interest in new high-speed machine with enormous possibilities. Must be high-class man, able to fill important position and to get results. Box 310, Printers' Ink.

#### HELP WANTED

**Advertising Manager and Solicitor** wanted for two small trade papers with bright future. Commission and drawing account. Box 309, P. I.

#### WE CONNECT THE WIRES

CAN YOU SELL display advertising space and create retail copy and layouts? If you have newspaper experience in this line and are ready for new connection at around \$40-\$50, we have openings that will interest you. Tell us your story. Ask for our free registration terms. You make money—or we make nothing.

**FERNALD'S EXCHANGE, INC.**  
THIRD NAT'L BLDG., SPRINGFIELD, MASS.

#### FOREMAN

for printing department of bag factory; must be fully qualified pressman, able to get quality production and understand record keeping, stereotype work, engraving, etc., and filing of mats, copies, plates, etc.; answer fully, giving complete qualification and salary expected; job on Pacific coast. Box 983, P. I.

## Account Executive

with a good head on him—and a pleasing personality. A good salary will be paid for ABILITY—not experience alone. Address Box 304, Printers' Ink.

**Two Space Salesmen** who know the building and construction fields may find permanent work. Send full statements of experience, connections, earnings, references. Drawing account for men of character and influence. Box 307, P. I.

#### PUBLICITY MAN

for Florida Winter Resort city. Man desiring to live in Florida and who has had metropolitan newspaper writing experience, together with demonstrated executive ability preferred. Address Box 303, Printers' Ink.

**WANTED**—By a New York Wholesale concern distributing a line of home furnishings an advertising man who will also act in the capacity of a sales manager; man under thirty-five preferred, who can get up attractive mailing matter, write selling letters, plan intelligently with salesmen, and fit himself quickly into the needs of a growing organization. State experience in full, salary desired, etc. Answers held in strict confidence. Box 992, Printers' Ink.

#### ADVERTISING SALESMAN

wanted by publisher of group of dry goods papers. Good position with splendid opportunity. Must have successful record on business or trade papers. State complete details and salary expectations in your letter. Box 988, Printers' Ink.

**VICE-PRESIDENT** of a Southeastern advertising agency will be in New York within the next few days, anxious to interview good copy writer with a background of merchandising and agency experience. College graduate, about 28, a congenial associate who can join us at a good salary by fall. Full details with phone number at once to Box 989, P. I.

**MISCELLANEOUS**

**SPACE in Large, Light Studio—**  
Suitable for artist or writer.  
110 West 40th Street; Room 608.  
Penn. 5675.

**Like a Woman's**  
persistent pleading, the illustrated postcard coming week after week breaks down a man's resistance and gets what it wants. Simple, direct, successful. 1000 to order for \$10.00, as a starter. Offset Gravure Corp., 351 West 52nd St., New York City.

**New York Office Space Wanted—**Western trade journal opening Eastern Office desires office space, or desk room, for eastern representative, where telephone and stenographic service is available. Good location, but not necessarily highest priced space needed. Please give full information as to accommodations and cost in first letter. Address Box 999, P. I.

**PRIVATE OFFICE SPACE  
FOR GOOD ARTIST**

Agency in Grand Central district. Splendid light, running water, telephone. Terms reasonable. Vanderbilt 1148.

**POSITIONS WANTED**

**SUCCESSFUL  
CLASS or TRADE**

**MANAGER-PUBLISHER**

will manage or take over unsatisfactory journal on profit-sharing basis.

Box 982, Printers' Ink

**EDITOR—ADVERTISING WRITER.**  
Experienced in newspaper and direct advertising work. Expert typographer, with thorough knowledge of printing. 28. College education. Your house-organ might need me. Box 302, Printers' Ink.

**Expert Multigraph Operator,** thoroughly familiar and competent, with 8 years' experience as manager of mailing, addressing, multigraphing, desires connection. A-1 references. Box 301, P. I.

**A YOUNG ADVERTISING MAN**  
Now assistant advertising manager with a large manufacturer who leads his field. Has college education and experience in all phases of advertising. Specialist on copy, letters, and house-organs. Available Sept. 1. Box 1000, Printers' Ink.

**EXPERIENCED EXECUTIVE**  
with intimate knowledge of book and bond papers and extensive acquaintance among trade is interested in connection where New York representation is desired. Address Box 997, Printers' Ink.

**Young Woman**

Copy writer of versatile and untiring imagination, with practical knowledge of mdse.

**Wants**

either permanent connection where resourcefulness is important, or free-lance work. Box 996, Printers' Ink.

**Artist—B.J. degree;** studied with number of better artists here and in Europe; have done travel stories and drawings for syndicate; would like to remain in New York. Box 305, Printers' Ink.

**Secretary, Advertising or Editorial Asst.**  
Young lady, college training, considerable experience publishing and advertising, is open for position in New York City or vicinity. Efficient stenographer and correspondent. First-class references. Box 306, Printers' Ink.

**THE MAN** who wrote the Chicago Pneumatic advertisement reproduced in article entitled "Animating the Inanimate Product," April *Printers' Ink Monthly*, page 102, desires position with recognized agency or progressive manufacturer. Box 308, Printers' Ink.

**ADVERTISING MANAGER OR ASSISTANT** possessing more than the necessary qualifications for a \$3,500 job. Does all his sleeping at night. Aged 32. Good personality. "S. P." 286 Fort Washington Avenue, New York.

**Advertising Salesman,** thoroughly capable and reliable; seasoned experience in different fields; successful record; wide acquaintance New York and Eastern advertisers and agencies, open for permanent engagement; best references. Box 993, P. I.

**EUROPE IS BUYING!**

and some manufacturer is looking for an American with sufficient knowledge of foreign methods and languages to market his goods on the Continent.

A young married man with college education, who speaks, reads and writes both French and Spanish, will be available September 1st.

He has been engaged in sales, sales-organization and promotion work for the past 7 years, and has travelled extensively.

Address Box 991, Printers' Ink.

**A WRITER with A RECORD**  
Christian, 24, college training, 4 years' experience. Prepares layouts—writes copy—supervises photography—buys engravings—contracts for printing—checks results. Correspondent, typist. Seeks opportunity with future. Box 994, P. I.

**ADVERTISING SALESMAN** (now advertising manager of trade paper) wants to represent out-of-town publications in New York territory. Successful record. Box 985, Printers' Ink.

**N. Y. Copy Chief**

Experienced on many big accounts; open for copy service or promotion. Box 984, Printers' Ink.

**Experienced Industrial Advertising Man—**Knows layouts, direct-mail and production work. Mechanical Engineering education. Wants position with opportunity and responsibility. Employed at present. Box 986, Printers' Ink.

**Copy and Idea**

service for printers, publishers and advertisers by a writer of ten years' experience in New York. Job or retainer basis. Box 990, Printers' Ink.

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# BOSTON

--*a city with a divided market*



FOR the national advertiser, Boston is a peculiar city. Here have been achieved some of the greatest advertising successes ever recorded. And here, too, have been witnessed the failures of seemingly powerful campaigns.

Yet, Boston is not a difficult market. It is merely different. Boston is a *divided* city. Reach *both* groups in Boston with your message, and your sales problems are at an end.

This separation of Boston's population is not an arbitrary grouping of native-born and foreign; of rich and poor; of class and mass. Rather, it is a division in thought, habit and preference influenced by centuries-old traditions and customs. A natural process of evolution that has split even Boston's newspapers.

Serving one of these great groups in Boston are three of the major Boston dailies. Your message in any one of these papers will reach an important section of the Boston audience. But, your advertising in all of them would still leave the foremost group of Boston buyers uncovered. For this group is covered only by the Herald-Traveller.

Daily, the Herald-Traveller goes into the homes of Boston's most responsive customers. Daily it carries into those homes a greater volume of national advertising than any other newspaper in Boston. And daily it will demonstrate for you how effectively it bridges the unseen barrier to profits in Boston.

In Boston, as in no other community, coverage is less a matter of circulation than of selection. "The Road to Boston" and "Mistress Boston Goes to School," are two informative booklets that explain at length the reasons for Boston's divided market. Both should be in the hands of every thoughtful advertiser. Both will be sent you, gratis, upon receipt of a request on your business stationery.



**BOSTON HERALD-TRAVELER**

July 2, 1924



## 77% Gain in Sales Marks 52<sup>nd</sup> Year in Business

*The kerosene lamp gave light, but  
the incandescent bulb gives more  
light, better light, and instant service*

THERE are many splendid businesses which have been built without advertising. But the experience of Cribben & Sexton shows that past triumphs are no more an answer to the story of this great business force than the excellent qualities of the horse or the kerosene lamp counterbalance the advantages of the automobile or electric light.

One year ago, Cribben & Sexton undertook to stimulate sales throughout The Chicago Territory (Illinois, Indiana, Iowa, Michigan and Wisconsin) by means of Chicago Tribune advertising. A page a month in The Sunday Tribune was contracted for. Based on this campaign, an intensive effort was made to secure dealers in the 502 major towns in each of which The Chicago Tribune reaches one-fifth or more of the families.

This drive began on July 1st, 1923. Cribben & Sexton then had 565 dealers in these five states. Today, after one year of Chicago Tribune advertising, they have 807 dealers, a gain of 43%.

Furthermore, the old dealers have sold more Universal stoves than they ever did before. During the year 1923 Cribben & Sexton sales outside The Chicago Territory were 6 per cent greater than in 1922. But in the five states of The Chicago Territory (where Chicago Tribune advertising was behind the salesman and behind the dealers) increase in sales was 77%.

What Cribben & Sexton think of Chicago Tribune advertising is evidenced by their assurance to dealers that 13 more pages will be run during the next year under a non-cancellable contract with The Tribune.

*The Tribune's 1924 BOOK OF FACTS on Markets and Merchandising is now ready and will be mailed free of charge to any selling organization requesting it on business stationery*

# The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER